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"THE VERDICT"

MX MISSILES

DEFENSE CONTRACTORS

DON MARTIN

...and the usual gang of idiots are all in this issue of...

No. 239 JUNE 1983

MAD

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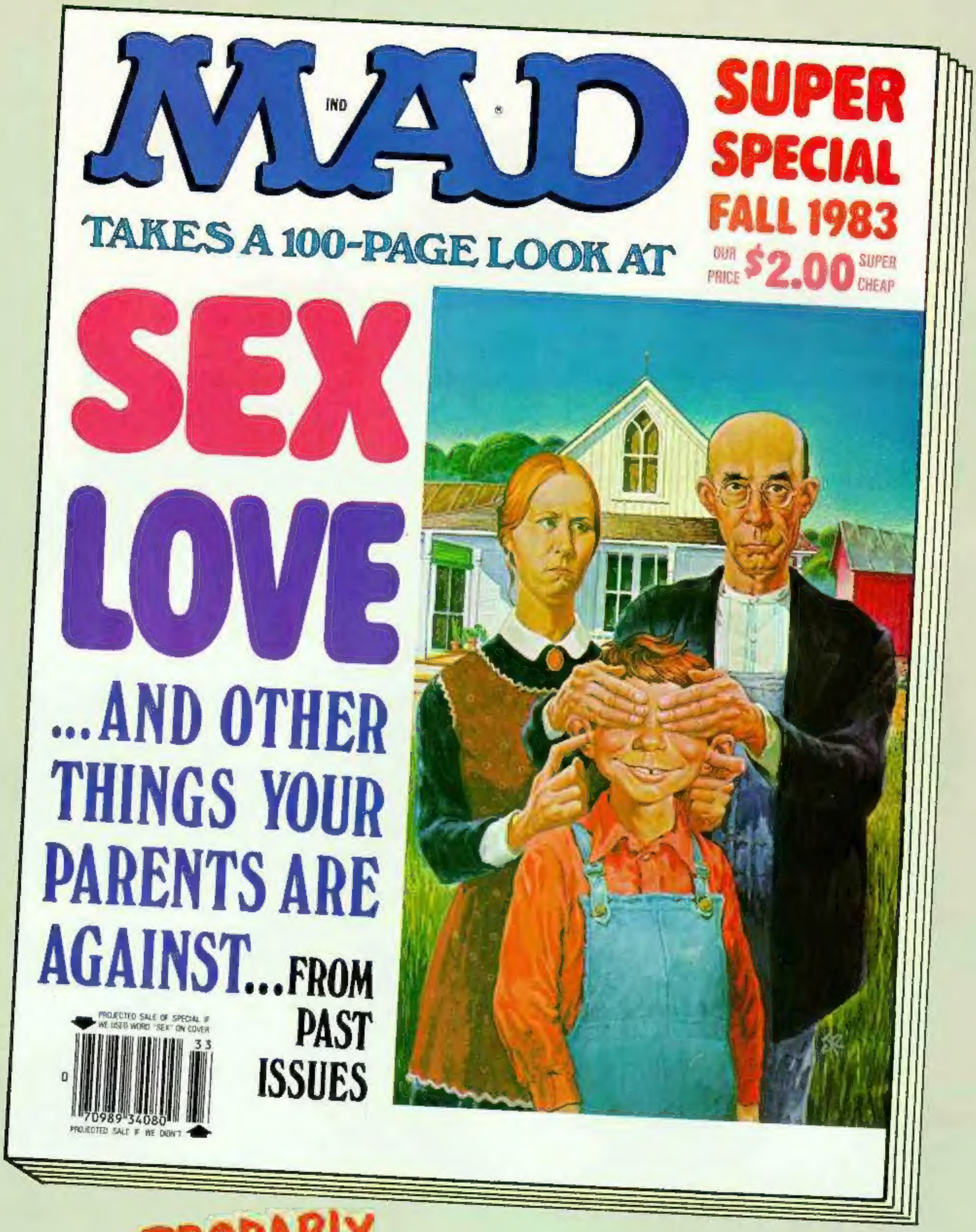

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NUMBER 239 JUNE 1983

MAD

"After all is said and done, there's always a lot more said than done!"
—Alfred E. Neuman

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JACK ALBERT *lawsuits* **ANNE GRIFFITHS** *logistics*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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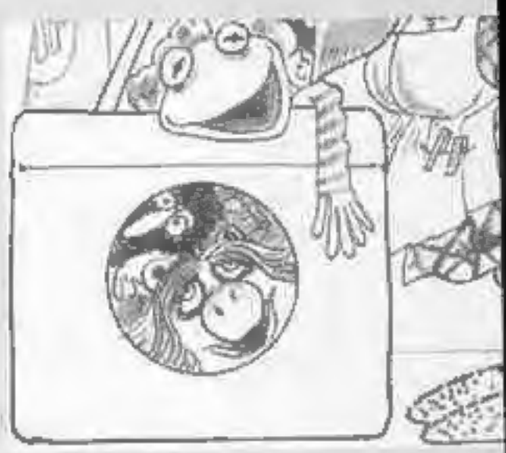

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Here we go with another sneaky headline designed to catch your eye and con you into sending for these full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, suitable for framing or wrapping fish! So mail 60¢ for one, $1.25 for 3, $2.55 for 9, $5.15 for 27 or $10.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022 ...and we just might get the MONEY BACK that we invested in these bombs!

LETTERS DEPT.

"SAVE 20¢"

Congratulations on the March '83 "Save 20¢ On This Issue" cover. The man at the newsstand gave me 20¢ change! Keep up the good work!

Rosemary Grosse
Ridgewood, NY

You guys thought you were so smart telling us to save 20¢ by not writing to tell you how bad the issue was. Schmucks! If we didn't write to tell you how bad it was, and we didn't send the letter Federal Express, we could save $25 or more!

Melinda Hodges
Stokesdale, NC

I saved a dollar by not buying the magazine at all!

Mike Feeney
Northvale, NJ

A CHANGE OF MENU

Next time you're short a two page article for the magazine, just change the title of "How To Read An Airline Menu" to "How To Read A Hospital Menu." It applies perfectly.

Joe Hainthaler
N. Haledon, NJ

NOT KOSHER

I have one question concerning your article "Other 'Truth In...Laws'". Why is it that all the men are wearing Jewish beenies at a Catholic Confirmation ceremony?

Patty LaShoto
Medford, MA

They got on the wrong bus.—Ed.

"SOAP OPERA LAWS"

My concern and kind thoughts go out to Angelo Torres and Mark Dressler, who sacrificed their minds while doing the research which produced "Some Simple Laws That Make Sense Out Of Soap Operas". Such valor surely must be rated "above and beyond the call".

S. Thomas
Tacoma, WA

BIG MOUTH OF THE SOUTH

The intelligence of you Yankees never ceases to amaze me. We folks here in Tennessee probably see more of them than the northern states where they live. In issue #237 in the "Foreigner's Travel Guide To The U.S." you point out that all visitors should make their way to Nashville to see Elvis's "shrine". Nashville is the home of many historic and beautiful landmarks, gentlemen, but it is Memphis which has Graceland, Elvis's home. It would sure make us Volunteers a lot happier if our friends to the north would educate themselves before degrading "The Three Great States Of Tennessee" by mislocating such a famous landmark!

Lance Douglas
Knoxville, TN

FOLLOWING THE INSTRUCTIONS

Mr. Steve Ross
Chairman, Warner Communications, Inc.
75 Rockefeller Plaza
New York, NY 10019

Dear Mr. Ross:

Pursuant to the directions in the current issue of MAD Magazine, I am writing to tell you that I think MAD is absolutely great, and that William Gaines, Albert Feldstein, Nick Meglin, John Ficarra, Leonard Brenner and Tom Nozkowski (to name only the top six on the masthead) are doing a magnificent job.

The above-mentioned deserve a good pat on the back, a substantial Christmas bonus and a hefty increase in salary.

I've been a fan of MAD's for 25 years now, and hope to keep it up for another 25!

Scott Crom
Beloit, WI

The above letter is typical of the thousands upon thousands that have poured in since our "Extremely Important Message" was printed. As of yet, no hefty raises for the staff, but we're still hopeful.—Ed.

While sitting here this Christmas Eve waiting for Santa Claus to bring me my goodies, I began reading the March '83 issue of MAD. I must take this opportunity to thank you for the complete instructions on how to read the magazine. I never knew how 'til now! Since I have been raised to follow instructions, and I am a female between the ages of 19 and 35, I am enclosing a photo of myself as you instructed. I hope this will be as useful to you as your magazine is to me.

J.E. Baushe
Lansing, IL

A MAD Reader: Her Best Side?

I protest and argue—what's more—I deplore your request for girls "between the ages of 19 and 35" to send in their photographs and phone numbers. (MAD #237, "An Extremely Important Message From The Editors"). What is wrong with the extremely wonderful girls over 35? We are warm, beautiful, sexy, intelligent and we know a thing or two. I think your outlook is prejudiced, narrow and obnoxious. What's more, you'll miss out on a lot!

Carol Mikelsons
Age 39
Peekskill, NY

You're right! And you sound great! Send us your photo.—Ed.

WEIGHTS, MEASURES & DISTANCES

6.8 tons... is the total amount of junk in Andy Rooney's office.

Steve Sestrich
Pittsburgh, PA

"PALTRY GUISE"

Your version of "Poltergeist" was great! It had to be written by a ghost writer!

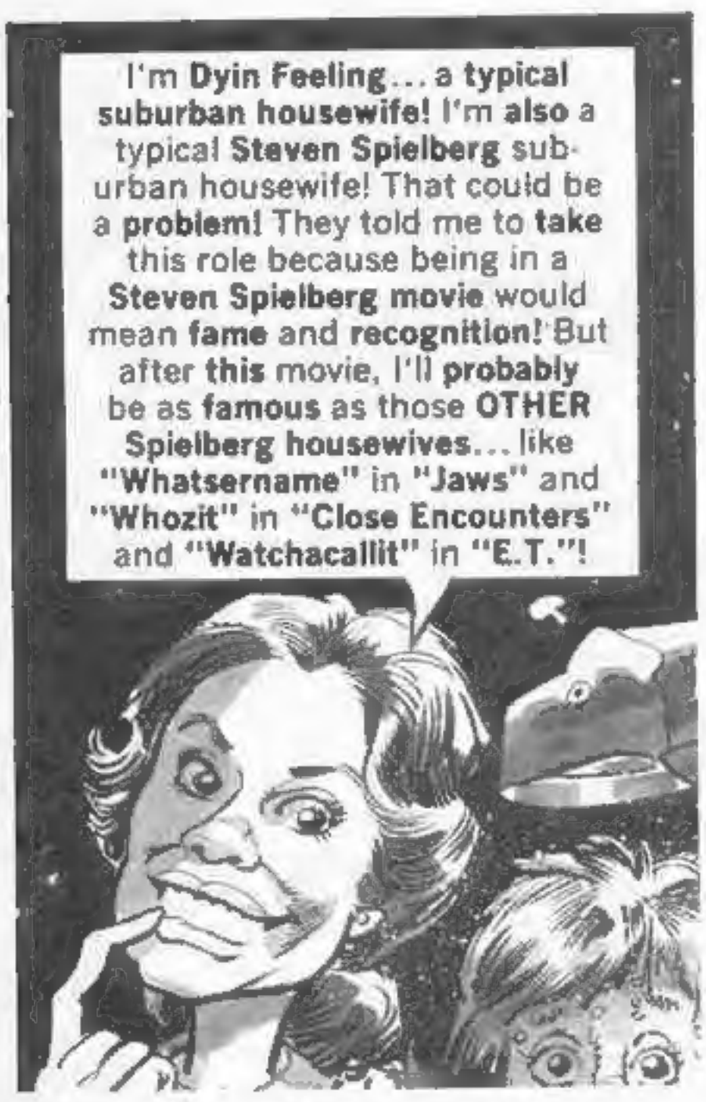
Davy Frankle
Staten Island, NY

I have one question. How did JoBeth Williams (the mother in "Poltergeist") become a non-entity with you guys? When you satirized "Kramer vs Kramer" (MAD #217) you claimed she was a "10"!

Richard Blue
Hollywood, CA

YIIPES! Er... uh—seeing me nude like this must be very confusing to a young child like you, huh?
It sure is! I can't figure out how my dopey-looking Daddy gets to score with a "10" like you!!
FLUSH
DO - 10
BASSET-10
TIGGS-10
FARRAH-10
CAPOTE-9

JoBeth Williams: From A "10"...


I'm Dyin Feeling... a typical suburban housewife! I'm also a typical Steven Spielberg suburban housewife! That could be a problem! They told me to take this role because being in a Steven Spielberg movie would mean fame and recognition! But after this movie, I'll probably be as famous as those OTHER Spielberg housewives... like "Whatsername" in "Jaws" and "Whozit" in "Close Encounters" and "Watchacallit" in "E.T."!

...To A Non-Entity

That's show biz!—Ed.

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Hi! I'm **Dum Magnum**... as if you didn't know! You may wonder what I'm **doing** here in this ridiculous magazine when you usually see me in **more intelligent** and **sophisticated publications**... like **"THE STAR"** and **"THE NATIONAL ENQUIRER"**!

Well, let me try to explain...! First of all, I'm sure you're all familiar with the weekly TV series that's blessed with the good fortune of following **my** top-rated show on CBS every Thursday night, right?

THIS SMOTHERS THE BROTHERS DEPT.

SIMPLE

Are **you** anybody **famous?**

I'm **A.K. Simple...** and what I'm about to say doesn't make very much **sense**... but then, **nothing DOES** on this show!

For instance... would you believe that this sloppy, ill-dressed **clod-kicker,** who looks like a **reject** from a **Marlboro ad,** is my **BROTHER?!?**

That he lives in this **old house-boat** parked on my **lawn,** drives a beat-up **pickup truck,** and is a **six-pack** and **pizza** man... while I live in this **great waterfront pad,** drive an **expensive sports car,** dine at the **finest restaurants** and drink **vintage wines??**

You bet it doesn't make much sense... **especially** since we're **PARTNERS** in a **Detective Agency,** and we're supposed to be **SPLITTING everything 50-50!**

HAIRY PALM

SAN DIEGO CHARGERS PASS · DON'T PASS

SAN DIEGO PADRES

SAN DIEGO CLIPPERS

SAN DIEGO CHAUVENISTS

HOLE IN THE WATER DELAWARE

SEE HOWARD KEEL IN "RUDDER-GORE"

SAN DIEGO CHICKEN CHICKEN

SD

Well, if it weren't for **my left-over audience**, that turkey would have been **cancelled months ago** and been replaced with something **really original**... like **"The Thursday Night Movie"**!

And so, to make sure you MAD clods **read** it, MAD's Editors figured they'd do the same thing **CBS** does, and get **me** to do the **lead-in** to their version of the freak hit about the two detectives whose **names** describe their show's **plots**... and their show's **intelligence level**:

&SIMPLE

I'm **Mrs. Simple** ...and **these** are my **sons!**

Like **A.K. said**... nothing makes any **sense** around here!

Yeah?? So how come **you** look **YOUNGER** than I do...?!?

C'mon, Suzy! I **TOLD** you these creeps were **nobodys!**

HOW FAR IS ANCHORAGE FROM HERE?

I ♥ SAN DIEGO

MORT DRUCKER

I want your **boat** off my lawn **today!**

We were **HERE all night?!** I **wondered** how you had a **pizza** delivered when we were **SUPPOSED** to be **miles at sea!!**

See, the thing is ...I get **sea sick** out on the water!!

Then **why** do you live on a **boat?**

It **fits in** with my **macho image!**

TODAY, Thick!

C'mon, A.K.! Don't start **that** again!! I **TOLD** you there's **no space** at the **Marina!!**

Surprise!! I **got** you space at the Marina!

But they said they wouldn't have a slip available for **YEARS!**

Well... I didn't **get** you a **SLIP!** I rented you some space on **THEIR lawn!**

PORT SHERRY

ARTIST: MORT DRUCKER WRITER: LOU SILVERSTONE AND DICK DE BARTOLO

Mind if I join you for **breakfast,** A.K.? What are you **having??**

Espresso ...and a **croissant!**

Yeccch! How can you have that **faggy stuff** for **breakfast?!** All I want is a small cup of **strong coffee**... and a **roll!**

Glad I found you guys at home! I can sell you all the information you'll need to **solve** this case for **$20.00!**

Hey, Moron! We're not even **on** a case, yet!

Suit yourself! But if you're gonna wait for the **last minute,** my fee will probably be a whole lot **higher!!**

SONY

MARFY

Hi! I'm **Dr. Buffy Truffles** ...your **average TV Marine Biologist!**

I've seen **WAITRESSES** on roller skates ...but a **MARINE BIOLOGIST?**

That's just **ANOTHER SUBTLE REMINDER** that the show takes place in **California!**

Now **these** skates will fit the **zebras,** and **those** should fit the **gorillas**... but we still owe you **two large pairs** for **each** of the **elephants!!**

SAN DIEGO ZOO

DO NOT FEED THE VISITORS

I'll tell you why I **called** you here! A **rare giant turtle** has been **kidnapped!**

Was there a **note??**

No... the turtle **couldn't write!** But if I threw it a **frisbee**... like **this,** the turtle would **catch it** in its **mouth!**

Big deal! My **brother** can do that! **See?**

Yes, but **you still HAVE** your brother! No one **kidnapped** him!!

I **know!** But maybe **one day,** God will answer my **prayers!**

TARZAN AND THE APES

VIP

FRISBEE

Do you have a **picture?**

Yes, I have one here...

No, **NOT** the **turtle!!** I'd like a picture of **YOU** —with your **phone number** on the back!

I'D like your phone number, **too!** I can do a **lot MORE** than catch a **frisbee!!**

He's **right!** On his **last** date, he took a girl to an **Italian restaurant** and caught a **PIZZA** in his mouth!

Tell me about the missing turtle...

His name was **Mock,** and Mock was **very "with it"... very "now"!** Sure, **sometimes** he needed his **own space**... but, like, **who doesn't?!**

So far, you've described **every turtle** on the **West Coast!!** Anything else...?

Well, he was taking part in a **behavioral project!** He was trained to follow a **sonar signal under water!** And **next** week, he was scheduled to start with **EST!**

That's **great!! Now,** you've described **every PERSON** on the West Coast!!

What say you and I discuss this case over a bottle of **wine** at **my** place...?

Maybe she'd rather talk about it on **my boat?** I've got a bottle of wine, too... **Manischewitz, 1979!**

Ahhhh... 1979 was a **LOUSY YEAR!**

For **wine?**

No, for **ME!!** I was written out of my **soap opera role**... and **look** where I **ended up!!**

Hey, you guys! Let's all three of us go someplace **TOGETHER!**

SAN DIEGO ZOO

Oh, by the way ...how much do you guys **charge** for your **services?**

Well, we've got a **"two pretty girls" minimum,** but **you're already** a **50% deposit!** Also, we **never** accept any case that's **closer** than **nine miles** to our **office!**

How come?

For a **really exciting car chase,** you need at least **TEN MILES!!**

Oh, **wow!** Talk about your **sibling rivalries!**

Hey, A.K.! Do you **HAVE** to **DIP?!**

Thick, you know how—every week—when I tell you to move your boat, and then you ask me if you can use my **shower** and I say **"No!"**? Well, I **just changed my mind!**

You **CAN** use my shower! **Please** use it! **NOW!!**

Thick... why don't you do one of your famous **"character"** bits down at the **waterfront,** and see if you can pick up anything on the **turtle,** while **I** take Buffy **home!**

WHAT?! You take the **girl** home... while **I** hang out with a bunch of **sweaty sailors?!?** That's **ridiculous!**

No... the **ridiculous** part is that you **always agree** to **do** these dumb assignments!

ye Filthy Rat WATERFRONT HOLE

UNESCORTED YOUNG LADIES WELCOME

Hi! Call me **"Ishmael"!**

"Schlemiel" would be a lot more **appropriate!**

Yo-ho-ho and a bottle of **Perrier!**

Psst! That's **"rum"**, you schmuck!!

I know it! **I know** it! I'm **only** trying to bring the place **UP** a notch!

Get out— and **stay out!** Don't ever come **back,** you **ruddy landlubber!**

How do you suppose they **broke** my **cover?**

Birdbrain! When you go into a **waterfront dive,** you **never ever** order **"quiche"!**

But it **wasn't** just **quiche!** It was **seafood quiche!!**

WATERFRONT HOLE

THUMP!

What did you **learn** at "The Filthy Rat Waterfront Hole"?

Never give a sailor a **quarter** and ask him to play his favorite **Elton John Record** on the **juke box!!**

I mean... did you get any **good stuff** on the **TURTLE?**

No, but I got **great stuff** off the **Men's Room wall!!**

That's **it...?** Is that **all?!?**

Yeah, except for some **cuts, abrasions** and a possible **concussion!** How'd **you** do?

Oh, I just got a **few hickies** ...but **don't** you worry about **me!** I'll be **fine!**

SIMPLE AND SIMPLE

I've got **information** that will help you crack the **turtle case!** It's **yours** for **twenty-five bucks!**

I'll give you **ten!**

Plus fifteen cents a **mile** for **travel!**

WHAT... ?!? YOU didn't do any **travelling!**

No, but the **turtle did!** About **three thousand miles!!** It came from **The Galapagos Islands!**

I got **THAT** from **Jacques Cousteau!**

Did you know that turtles **bury** their **eggs** in the **sand**...??

Hey, we're **not paying you** for a **SCIENCE LESSON!!**

NO WONDER we're always **broke!** We **pay** Moron **more** for **information** than we **collect** from our **clients!**

Which is **why** we only take **ONE case a week!** That's **ALL** we can **afford!!**

Okay...here's the scoop! Did you ever hear of **"Gluttony Industries"?**

Sure... the **conglomerate** that hires all those **ex-CIA agents!**

Their slogan is **"ANTI-MISSILES FOR UNCLE SAM"!!**

Well, my sources inform me that **Gluttony** just built a large **swimming pool,** and purchased **100 cases** of **Turtle Food!!**

But **why** would a company like **that** kidnap a **turtle**...??

Hey, what do you **want** for ten bucks, the **complete solution?!** I'm **NOT LIKE you guys!** I'm in this business to **make money!!**

BELLY BUTTON BOWL
NAVEL ACADEMY 21
LINT 0

You know... if Gluttony Industries is up to **no good,** and they know **we're** working on the case, **we** could be in **BIG TROUBLE!**

Boy! **News** sure travels **fast!** How come they can't get people to work **THAT** fast in the **Post Office?!**

YOU ARE IN BIG TROUBLE

CRASH

You'll **pay** for this, you **creeps!!** It's gonna cost me at least **seven bucks** to clean this 3-piece suit!!

BROOM

That was **quick thinking,** A.K.! You **saved** our **lives!**

Not only **that,** I **also** solved **ANOTHER problem!** Your **boat** isn't on my **LAWN** any more!!

Hey, Jamit.. somebody just tried to **kill** your **favorite gorgeous hunk of detective!**

Oh, **NO!!** Is Magnum **all right?!**

m **not talking** about **Magnum!!** I'm talking about the **two really macho detectives** who work **side by side** all the time and—

Gee.. I sure hope **Cagney** and **Lacey** are **OKAY!**

Forget t !

DA'S OFFICE ALL MATERIAL CLASSIFIED TOP SECRET NO ADMITTANCE EXCEPT TO P.I S WHO HAPPEN TO BE FRIENDS OF THE OFFICE STAFF

Can that computer g ve us a l st of people who d ike **to silence** Simp e and Simple...??

Sure! There's Gene Shalit, Joe Segal Robert MacKenzie Marvin Kitfman Jud th Crist Rex Reed—

We mean **BESIDES TV Critics!**

IBM UBM WE ALL BM

See if your com puter can come up with anything on a **turtle** named **"Mock"**... and a **company** cal ed **"Gluttony Industries"**

Okay! Let me program the nformat on **First,** I have to **turn off** this **"Humor Circuit"** so the computer doesn't have a **laughing fit** at the **lack** of **logic** we're d splaying here

And now, just as soon as I put my hand over the **brand name** of this computer to **protect** its **identity,** we'll have our information...

DAN FOUTS FOR PRESIDENT IN 1984 THERE S NO BILL HE CAN'T PASS FOR 400 YARDS.

Okay here s the dope **Gluttony** is conduct ng an **"Anti-Missile Weapons Test And Topless Barbeque Picnic"** at **noon** today!!

I mean is this whole town **laid back,** or **what?!** An **"Anti-Missile Weapons Test AND Topless Barbeque Picnic"?** Wow! I **LOVE** it

What a **break!! This** may be it! Let s pick up some **bombs** some **bullets** ...and our **Bikinis,** and **get out there!!**

Something s not exactly **kosher** about those **TWO FISHERMEN! Why** are they wear ng **masks?**

They **probably** wou d ike to work n tele vision **again** after **this show** is **over!**

There's some thing **very suspicious** going on ! They re **tak-ing pictures!**

What's so suspicious about **taking pictures?**

With **FISHING POLES??** And **besides,** the **"TOPLESS BARBEQUE"** is the **other way!!**

OIL'S WELL THAT ENDS WELL

APPLAUSE XING!

GLUTTONY INDUSTRIES

POLLUTE WE MUST WATTS THE DIFFERENCE

Holy cow... they're **shooting** at us!!

Now **I'D** call **THAT suspicious!**

Let s **get** them !

They've got **guns** and are **shooting** at us— and **you** want to go **chase** them? **I'D** cal that **INSANITY!**

TZING!

VIP!

PING!

WE BREAK FOR COMMERCIALS

VIP!

POW

POW

Hey how come we can beat up these guys who are **bigger** than we are and are **karate experts?**

If you'd paid attention back in the **first panel,** you'd know that **nothing** in this show **makes sense!**

Why are you stealing **missile secrets** from your **own company!**

It's a **"cover" operation!** The U.S won't let us **sell** weapons to **certain countries,** so we have to **make** those weapons sales look like **sabotage!**

Okay **where's the turtle?**

He's already started his **mission,** delivering **microfilm** of our **missile test** to a **sub** off shore by following its **sonar sound!**

Thick, this is **no** time to listen to the **"Top Ten"!**

I'm trying to jam the **sonar** with some **cool rock sound!!**

Hey it's **working!** Here comes **Mock!!**

I **still** can't figure out why you used a **turtle** to carry the film! Why not use a **courier...?**

Because if a **turtle** is captured he **won't talk!!**

Even if he **does,** who'd **believe** him?

Are you guys **really ex-CIA executives?**

Of course! Who do you think planned **"The Bay Of Pigs"?!**

Well the Government settled the **Gluttony Industries** case ...!

Did they throw the **BOOK** at those dudes?

Not exactly! They were fined **$500** for **turtle-knapping** and **Gluttony** got a **billion dollar contract** to develop its **anti-missile missile!**

Hey I thought this was **SATIRE, not REAL LIFE!!**

SAN DIEGO TIMES

Boys I have **bad news!** I just found out you're **NOT really my SONS!** There was a **mix-up** at the **hospital,** and

THESE are my sons!!

DAN AYKROYD and **STEVE MARTIN...** those **"wild and crazy" CZECH BROTHERS?!?**

YOU guys can't do this show!! This is a **CRIME SHOW!!**

We've **Seen** your show and it **IS a crime!!**

Now, at least, this show will feature **TWO BROTHERS** who are **SUPPOSED** to get laughs!

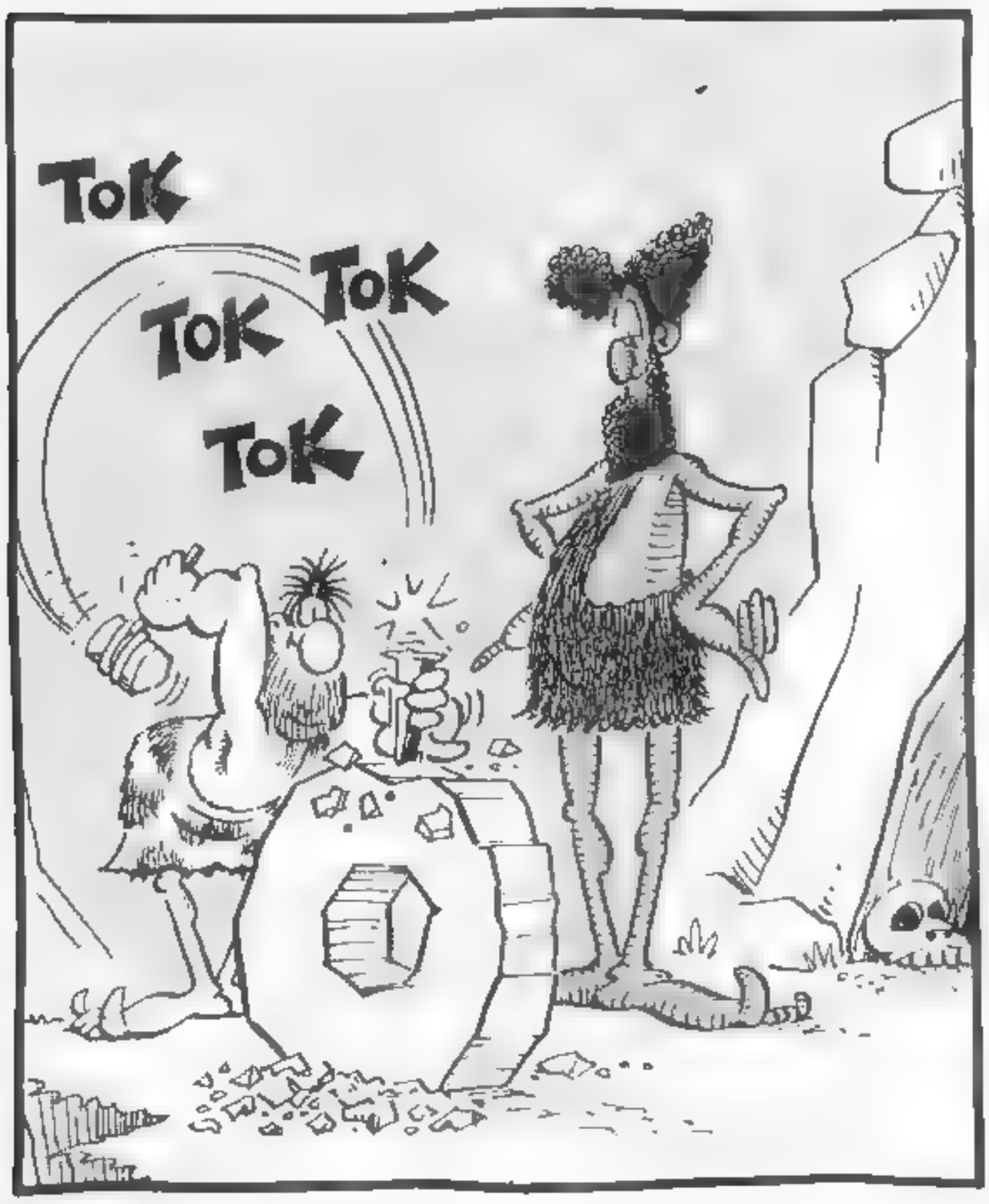
Yeah but do you think you'll be able to **keep up our great RATINGS!**

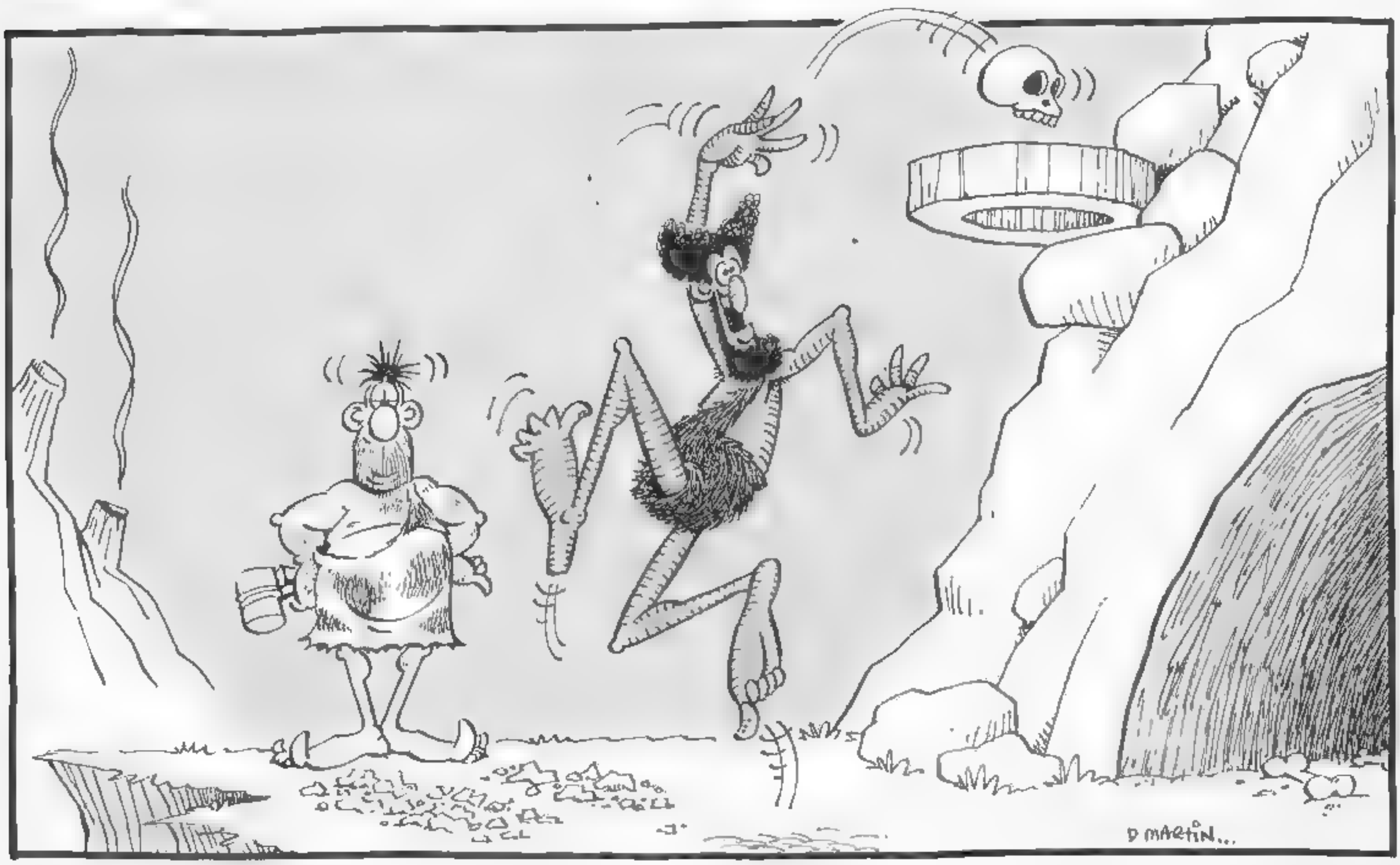
Hey, Man with the **lead-in** you've got the **TEST PATTERN** could keep up your great ratings!

END

DON MARTIN DEPT. PART I

ONE PREHISTORIC MORNING WHILE INVENTING





· BOMBS AWAY DEPT.

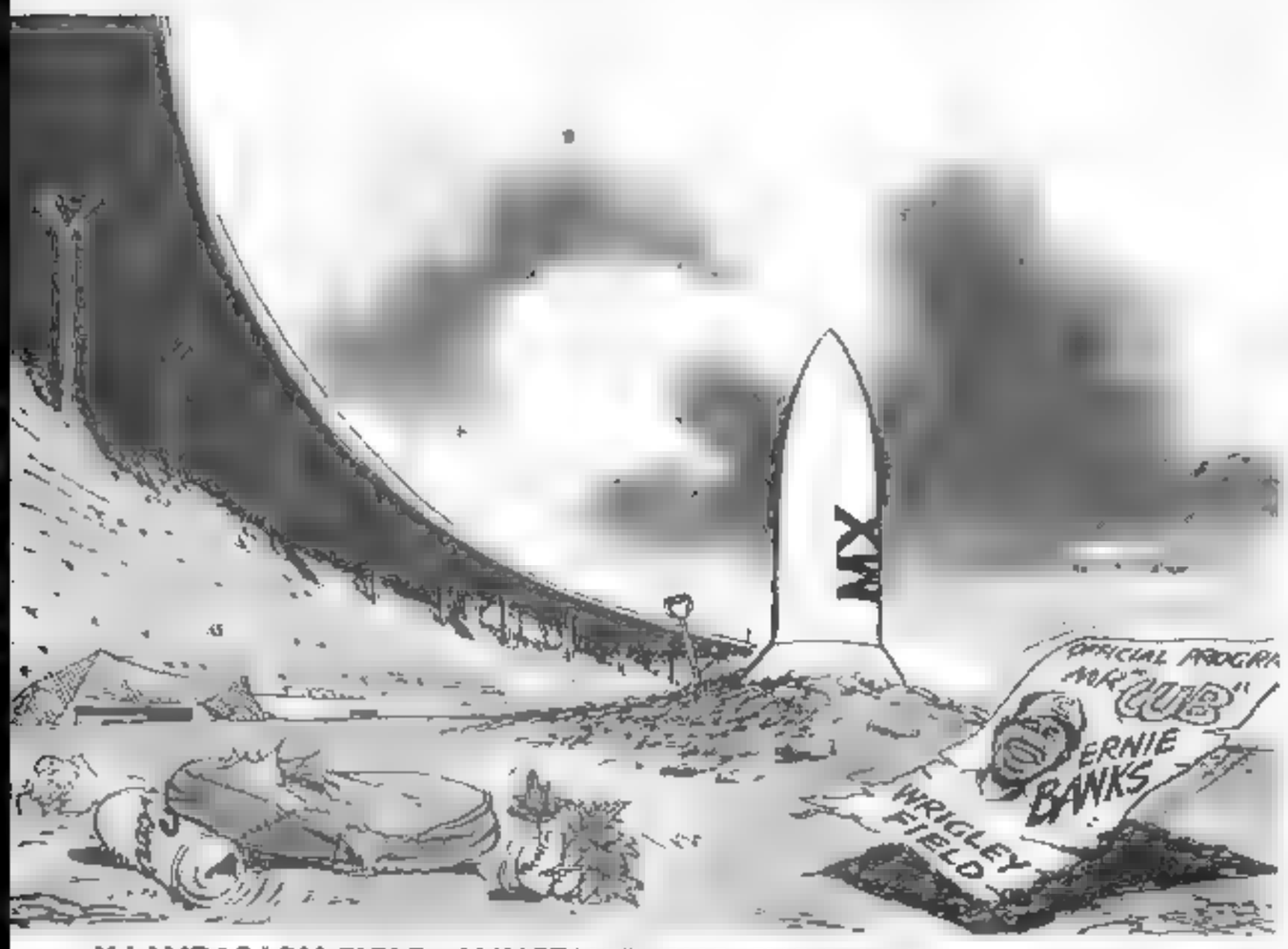
One of the problems facing the Reagan Administration is what to do with the M-X Missiles. Mainly... where to hide them so the Russians won't find them. Now this may be a problem for the big brains at the Pentagon, but not for us bird brains at MAD. We figure there are plenty of places to hide missiles. Lonely, deserted, out-of-the-way spots where no one would ever think to look. To show you what we mean, here are a few MAD suggestions for fool-proof—

PLACES TO HIDE THE M-X MISSILES WHERE THEY WILL NEVER BE FOUND

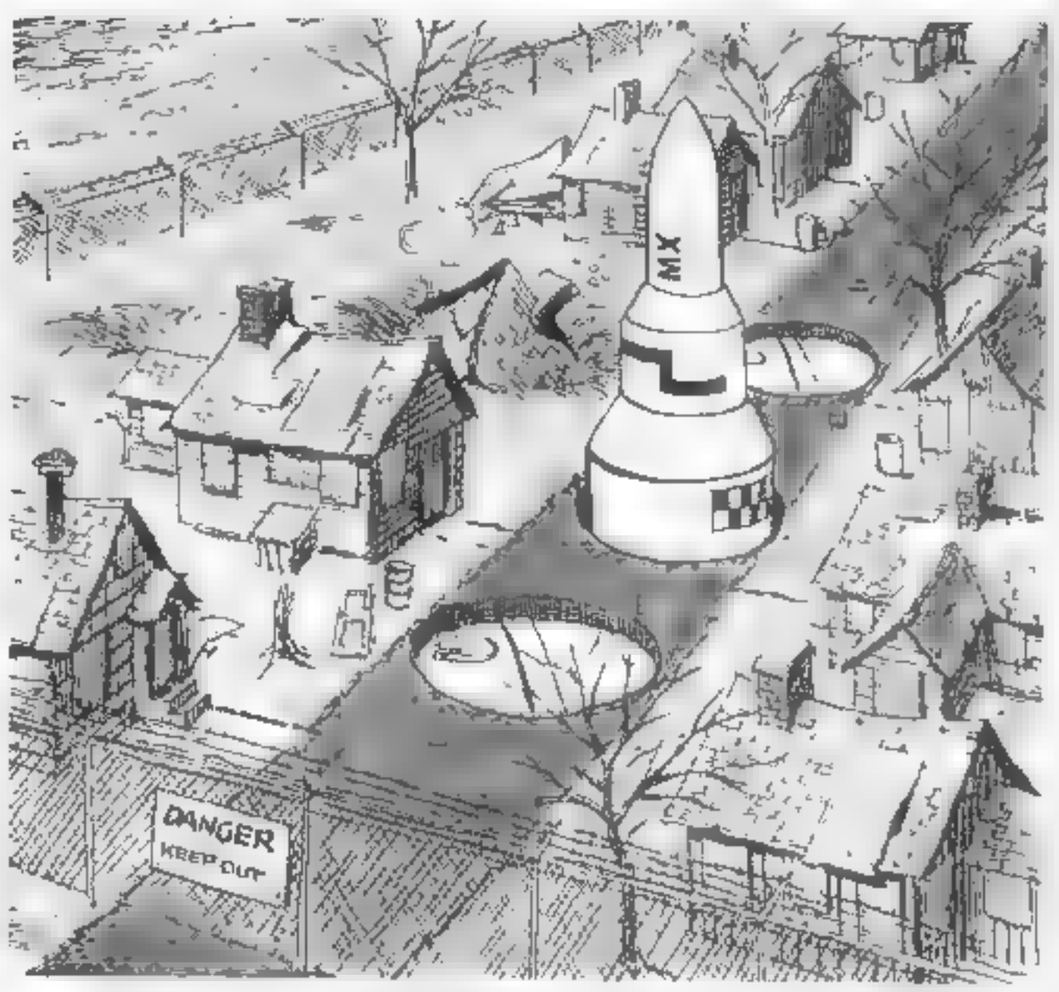
ARTIST GEORGE WOODBRIDGE WRITER PAUL LAIKIN

IN CHRYSLER SHOWROOMS AROUND THE COUNTRY

IN THE RICHARD M. NIXON LIBRARY
(wherever they build it)

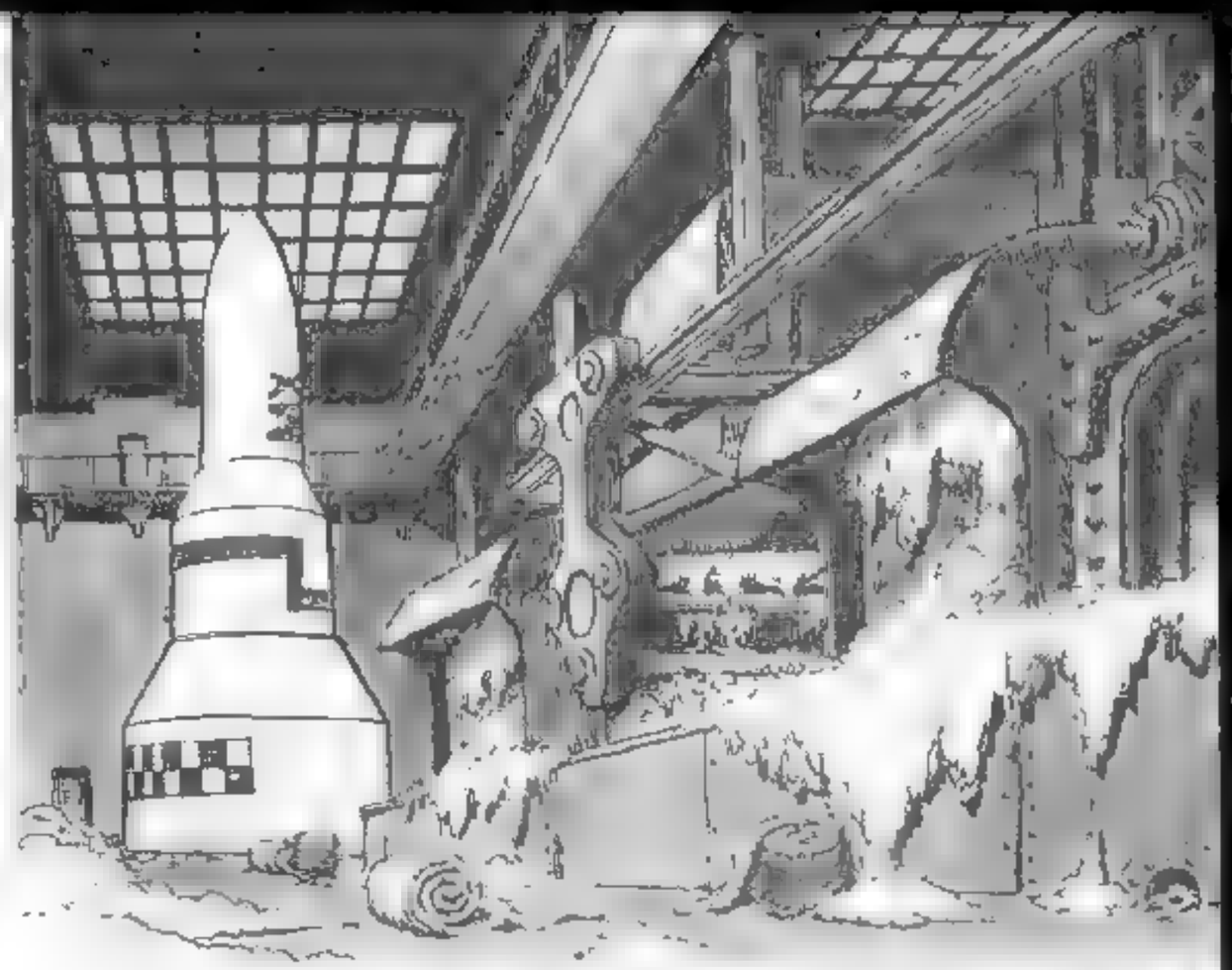


IN WRIGLEY FIELD, WHETHER THE CUBS ARE PLAYING OR NOT



IN ANY HOME ALONG THE LOVE CANAL

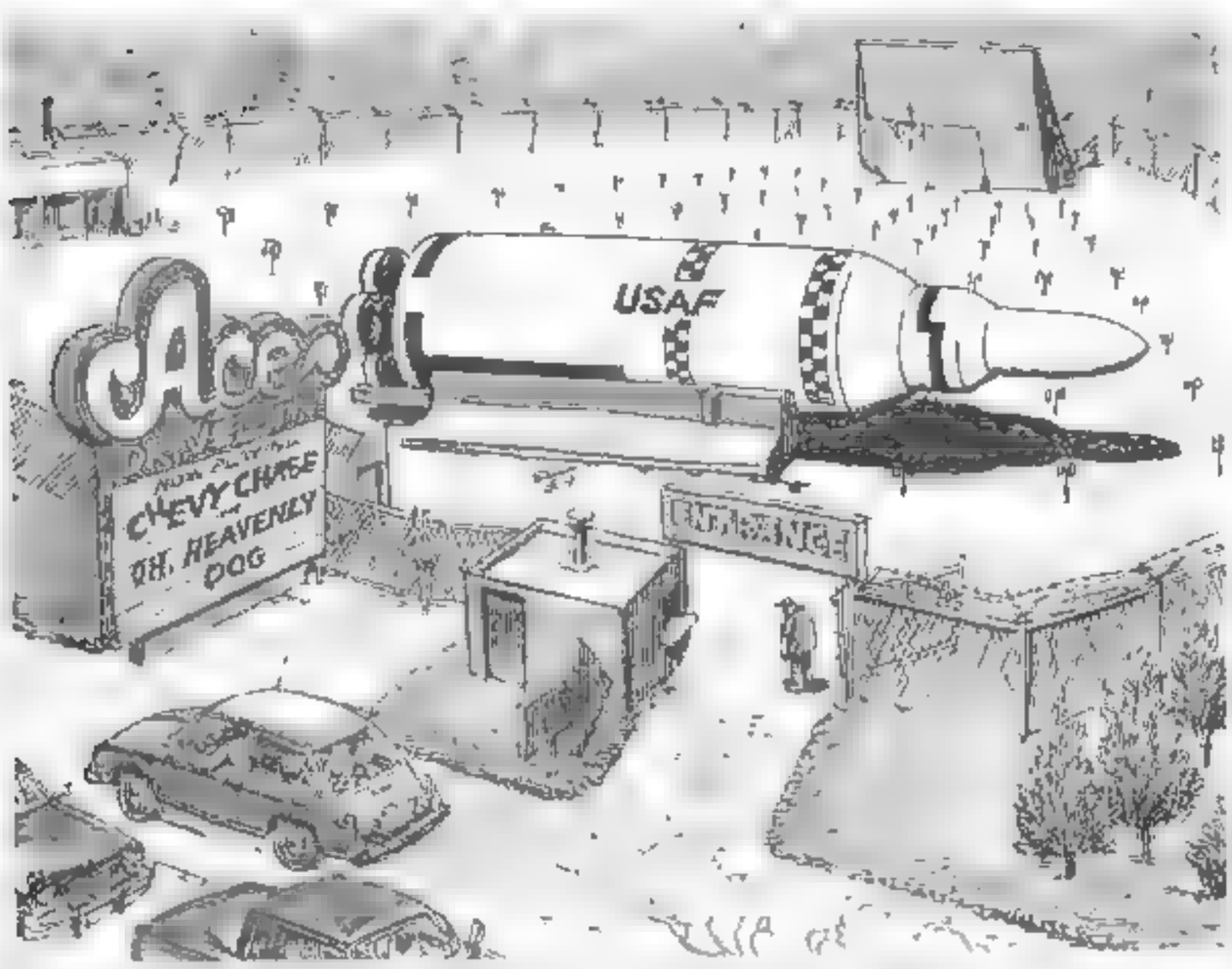
IN ANY "STRAIGHT" BAR IN SAN FRANCISCO



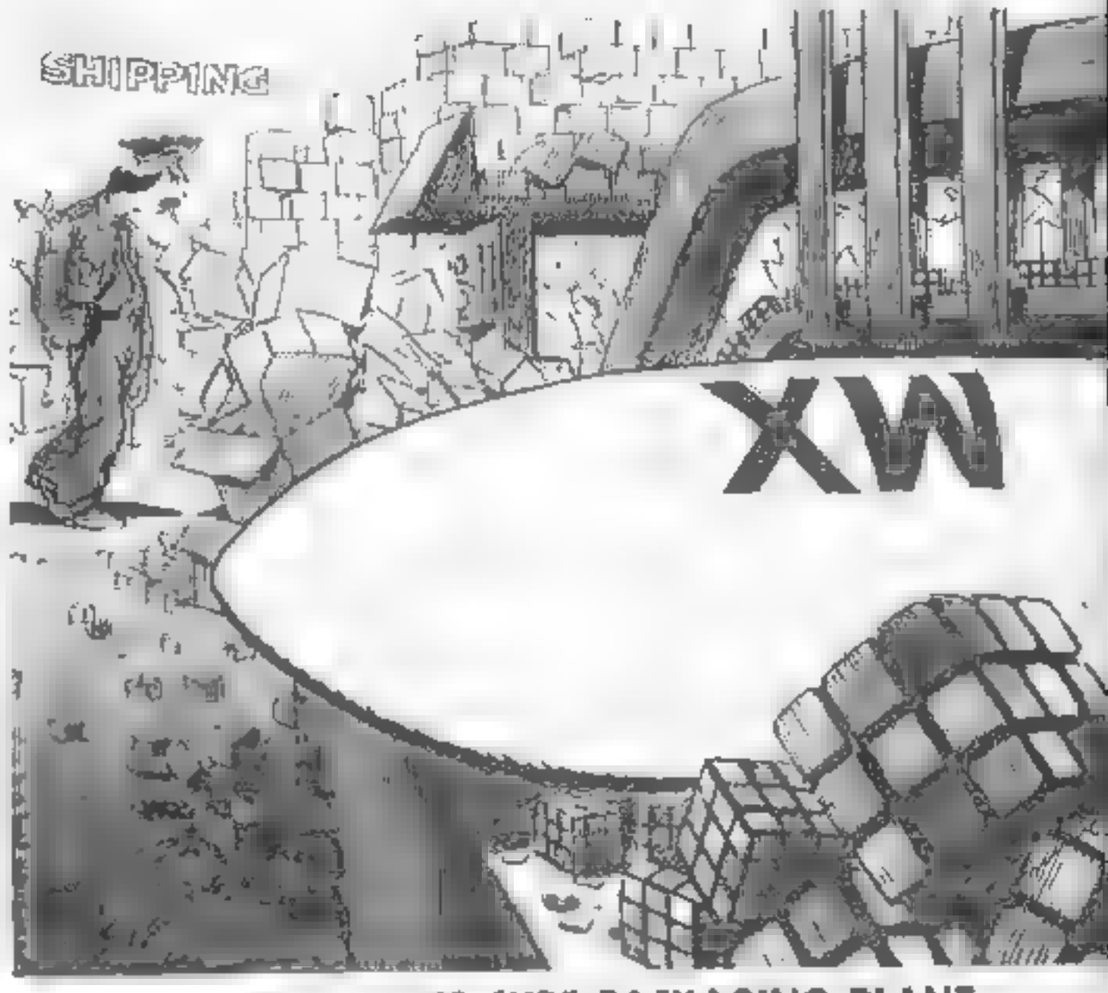
IN ANY ASBESTOS FACTORY AROUND THE COUNTRY

IN CENTRAL PARK AFTER DARK...AND...

IN THE SOUTH BRONX ANY TIME OF THE DAY OR NIGHT



IN ANY THEATER SHOWING A MOVIE WITH CHEVY CHASE



IN ANY RUBIK'S CUBE PACKAGING PLANT

NUTS WITH DATES DEPT.

We're all pretty familiar with the kinds of notes us plain, ordinary folks jot down on our desk calendars to remind us of the unexciting, dull things we have to do each day. But have you ever wondered what

A RANDOM MAD COLLECTION OF PAGES FROM CE

MUHAMMAD ALI

March 1983
S M T W T F S
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

15

Talk to National Geographic Magazine about having me officially named "THE EIGHTH WONDER OF THE WORLD"!

Cancel dental appt. Can't stand the pain of having my mouth open... and not talking!

Call Don King re: next Comeback Fight" ...with George Steinbrenner? ...Billy Martin? ...Herve Villechaize

Check into "Weight-Watchers"!

MICK JAGGER

JANUARY

6

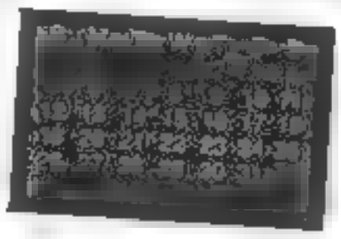
MAKE TASTEFUL ENTRANCE AT UNCLE BOB'S FUNERAL TODAY. PAINT THE CHERRY-PICKER BLACK.

SET ASIDE THREE SEATS AS A "NO SMOKING" SECTION AT MY NEXT CONCERT...FOR MY FANS WHO DON'T DO POT.

SEND FOR "Learn Guitar At Home" COURSE--TODAY!

CALL TAILOR. ASK WHY MY PANTS ARE STILL SHAKING WHILE HANGING IN THE CLOSET!

RONALD REAGAN



FRIDAY
DECEMBER 31
1982

Ask Secy of Interior Watt why Environmentalists hate him... as soon as he gets back from dedicating the new "GRAND CANYON CONDOS"--

Tell my old Show biz agent I like his idea of doing a cameo role in a film to hype my image with the youth. But what is "Cheech and Chong"???

Say something nice about broads and colored folks in my next "EQUALITY" speech

BROOKE SHIELDS

FEBRUARY

7

Ask Mom if I'm too old to date Roman Polanski--

Call Dermatologist re: Is it all right to use turpentine on my skin to peel off my Calvins?

Tell "Penthouse Magazine" it's okay to use nude photos of me at age 9 for their "KID PORN" article as long as it's done in good taste!

Confirm Cover Photo Sessions for:
"People" "Glamour" "Seventeen" "motor Trend" "Popular Mechanics" and "Smithsonian"

kinds of messages *famous* people leave for themselves on *their* daily calendars! No? Well, neither do we! But we're on a roll with this terrific introduction, and we can't stop now! So here we go with—

WRITER: LARRY SIEGEL

LEBRITIES CALENDARS

JOHN McENROE

Get in shape for Sat's big match:
Yell at maid!
Scream at accountant!
Break three lamps!
Work on obscene gestures!

Check why no mail from "John McEnroe Fan Clubs"!

Check why no "John McEnroe Fan Clubs"!

JANUARY 1983
Sunday, January 23

WOODY ALLEN

March 19

SEND GOLD WATCH TO MY SHRINK FOR OUR 25th ANNIVERSARY TOGETHER. (WHO SAID I'M INCAPABLE OF HAVING A LASTING RELATIONSHIP!?)

SEND ANGRY NOTE TO SALVATION ARMY FOR REJECTING MY LAST CONTRIBUTION OF USED CLOTHING. WHAT DO THEY MEAN BY "NOBODY'S THAT HARD UP"?!

THROW A PARTY FOR MARLON BRANDO. HE PROBABLY WON'T SHOW UP... BUT THEN NEITHER WILL I!

JERRY FALWELL

24 Thursday February 1983

Soften image as Right Wing Extremist by opening dialogue with Pinkos and Liberals. Start today by inviting Billy Graham to lunch.

Begin filming my new religious TV show "God and Jerry"! (Talk to producer about order of title billing!)

Check Bible for appropriate passages on the evils of electronic games!

FEBRUARY 1983

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

BURT REYNOLDS

Thursday 5

Friar Roast this Saturday--
--Write appropriate zingers
--Pick out appropriate jeans
--Choose appropriate hair piece (ORDER NEW SUPPLY OF GLUE FOR ABOVE)

Call Acting Coach re: Brush-up Course in "CUTENESS"

For my Big date with the "Dallas Cowboy Cheerleaders" tonight, order the following:
-- Flowers --Champagne
--Two dozen satin sheets
--Paternity suit release forms
--Oysters and Ginsing
Oxygen tank

SICKNESS

You look awful! You must be sick! Do you SMOKE?
Nope!
Do you DRINK?
Nope
Are you on DRUGS?
Nope!
How n heck do you expect to get BETTER if you've got nothing to LAY OFF OF?!?

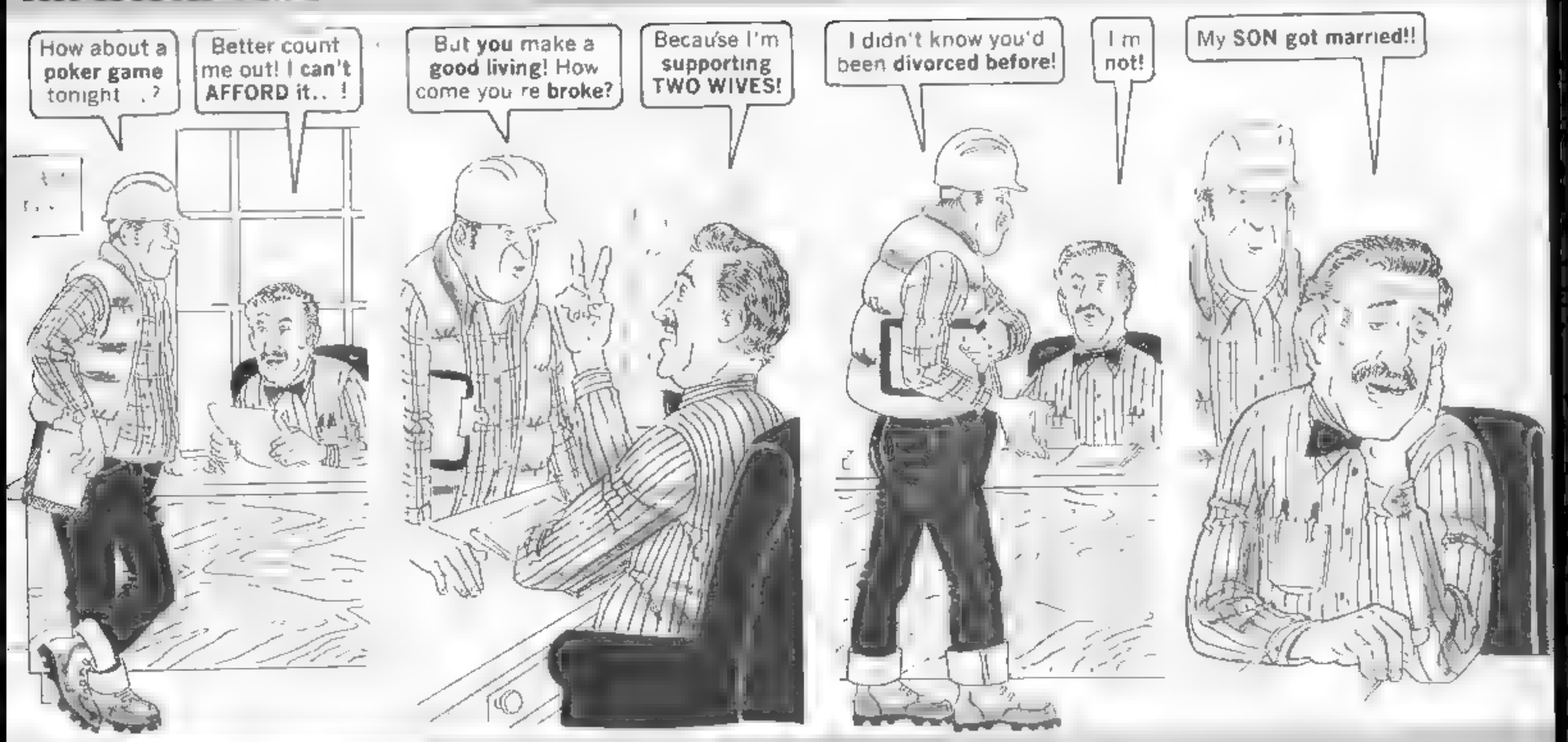
BERG'S-EYE VIEW DEPT.

THE LIGHTE

JOGGING

puff, puff puff
Hey, Milty if jogging is so hard on you, why do you DO it?
My friends puff. . puff ...talked me INTO it!
They said puff puff it would lengthen my life puff... puff... and it DID!
Really?? How.. ??
I feel TWENTY YEARS OLDER!

MARRIAGE


How about a poker game tonight . ?
Better count me out! I can't AFFORD it.. !
But you make a good living! How come you re broke?
Because I'm supporting TWO WIVES!
I didn't know you'd been divorced before!
I m not!
My SON got married!!

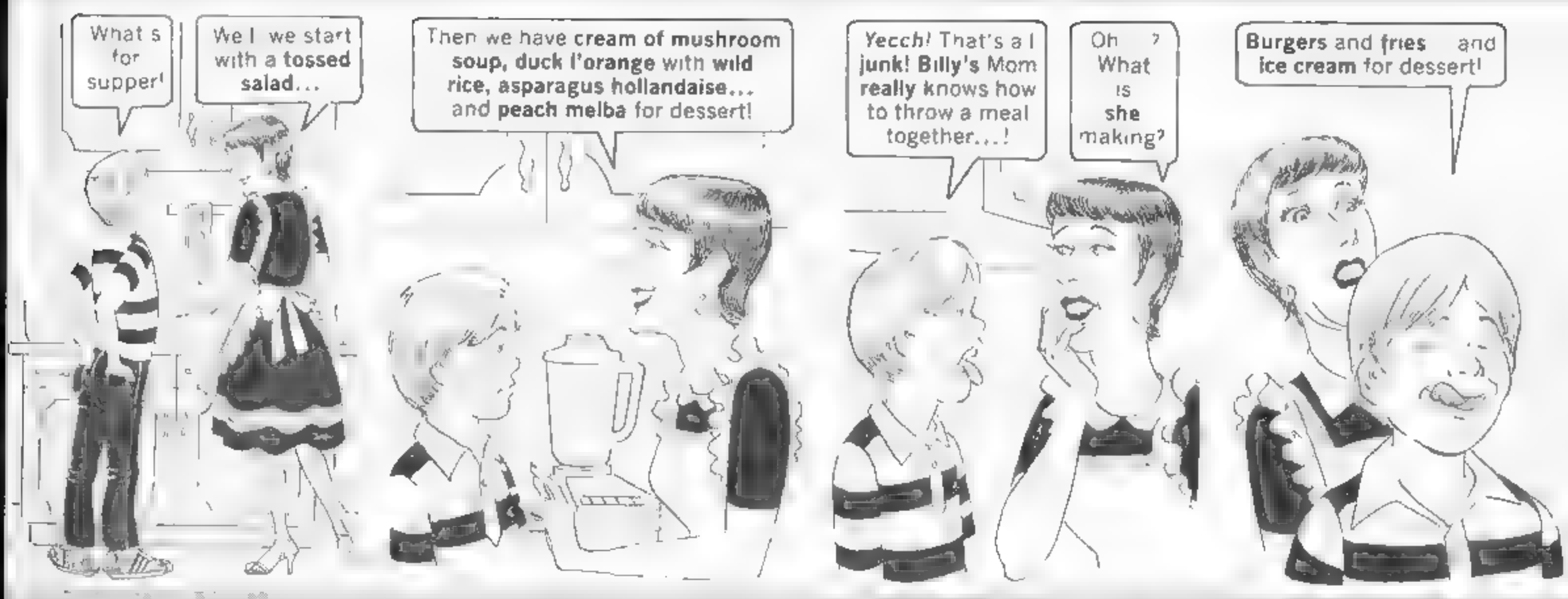
R SIDE OF...

ARTIST & WRITER·
DAVE BERG

SCHOOL

Hi, there! How were things at school today?
We kids got TERRIBLE PROBLEMS!!
Oh. ? What kind of problems?
Pneumonia... appendicitis... tuberculosis... pyorrhea...
My God!! You mean everybody s getting SICK from them?!?
Boy, I'll say!
Those are the WORDS we have to learn for the big SPELLING TEST tomorrow!!

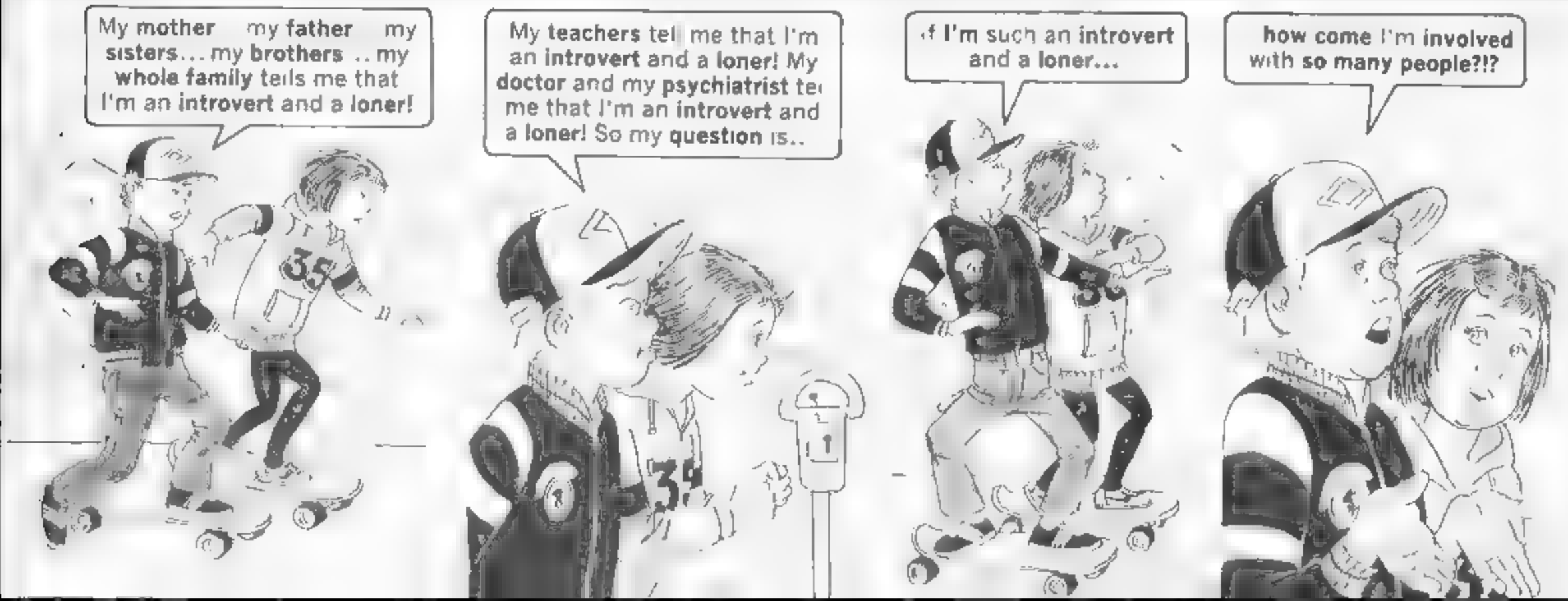
EATING


What's for supper!
Well we start with a tossed salad...
Then we have cream of mushroom soup, duck l'orange with wild rice, asparagus hollandaise... and peach melba for dessert!
Yecch! That's all junk! Billy's Mom really knows how to throw a meal together...!
Oh? What is she making?
Burgers and fries and ice cream for dessert!

OFFERS

SLEEP

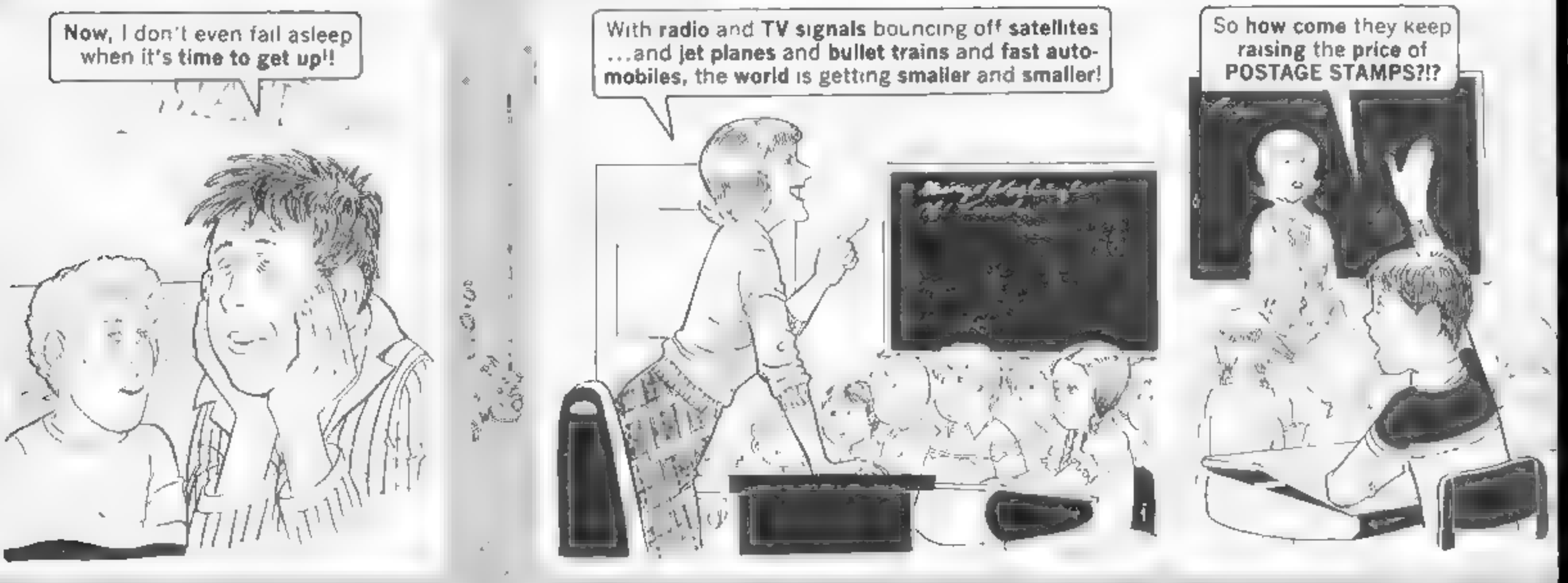
PERSONALITIES


My mother my father my sisters... my brothers .. my whole family tells me that I'm an introvert and a loner!
My teachers tell me that I'm an introvert and a loner! My doctor and my psychiatrist tell me that I'm an introvert and a loner! So my question is..
If I'm such an introvert and a loner...
how come I'm involved with so many people?!?

BUMPER STICKERS

Look that car ahead of us has a bumper sticker that says, "Honk If You Love Jesus"!
Isn't that nice! So give him a couple of honks!
BEEP! BEEP! BEEP!
GODDAMMIT T' HELL, IF YOU WANNA PASS— PASS!! JUS' LAY OFF THE GODDAMN HORN!!

LOGIC


Now, I don't even fall asleep when it's time to get up!!
With radio and TV signals bouncing off satellites ...and jet planes and bullet trains and fast automobiles, the world is getting smaller and smaller!
So how come they keep raising the price of POSTAGE STAMPS?!?

PETS

You're bringing a DOG into the dorm?!? What's he gonna EAT??
What WE eat HE'LL eat!!
And where's he gonna SLEEP??
Where WE sleep HE'LL sleep
And what about the SMELL??
If I got used to it HE'LL get used to it!

NEIGHBORS

Mr. Kaputnik, I made these **delicious doughnuts,** and I'd like to **offer** you some! But I'm **afraid** I'll **spoil your appetite** for **dinner** tonight!
Just one second
Hmmmmm
You can **feel free** to spoil my appetite for dinner tonight!!

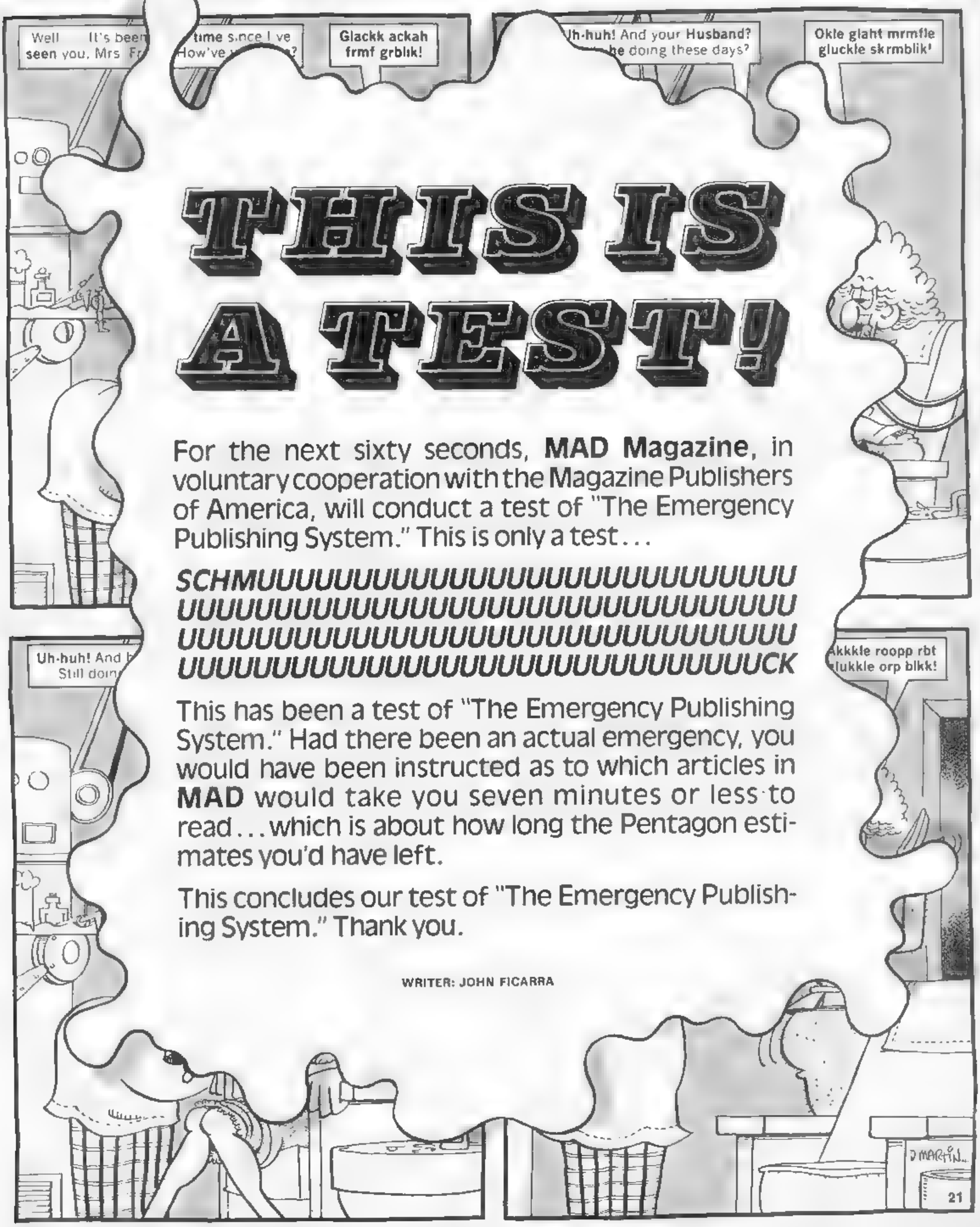
EMPLOYMENT

I hear you're looking for an **ERRAND BOY!** I'm **available!**
Okay, you're **hired!**
Just **one problem!** I can **only** come in **after school!**
We can **work it out!**
Suppose you start at **four,** and work until **eight!** The **pay** will be **$30 a week!**
Okay...! Now, what kind of **Retirement Plan** do you have?

TELEVISION

Mel's TV Repair...
My **TV set isn't working right!**
What seems to be the **trouble?**
Well! I **think** the **VERTICAL ADJUSTMENT** is **on the blink!**
What makes you **think so?**
I'm watching the **"News Of The Day"** right now, and the **Anchorman's face** is **VERY LONG!**
Lady, if **you** hadda deliver today's news **YOU'D** have a **LONG FACE, TOO!!**
David Berg

ONE FINE AFTERNOON AT THE DENTIST



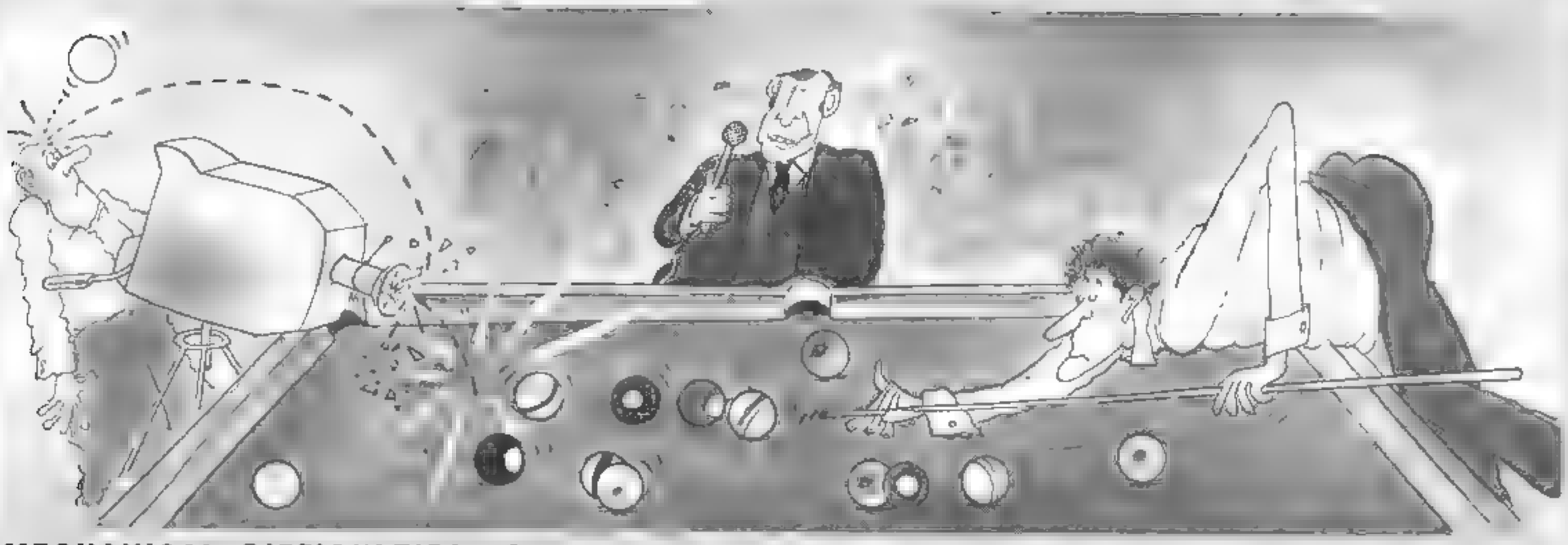
For the next sixty seconds, **MAD Magazine**, in voluntary cooperation with the Magazine Publishers of America, will conduct a test of "The Emergency Publishing System." This is only a test...

***SCHMUUU

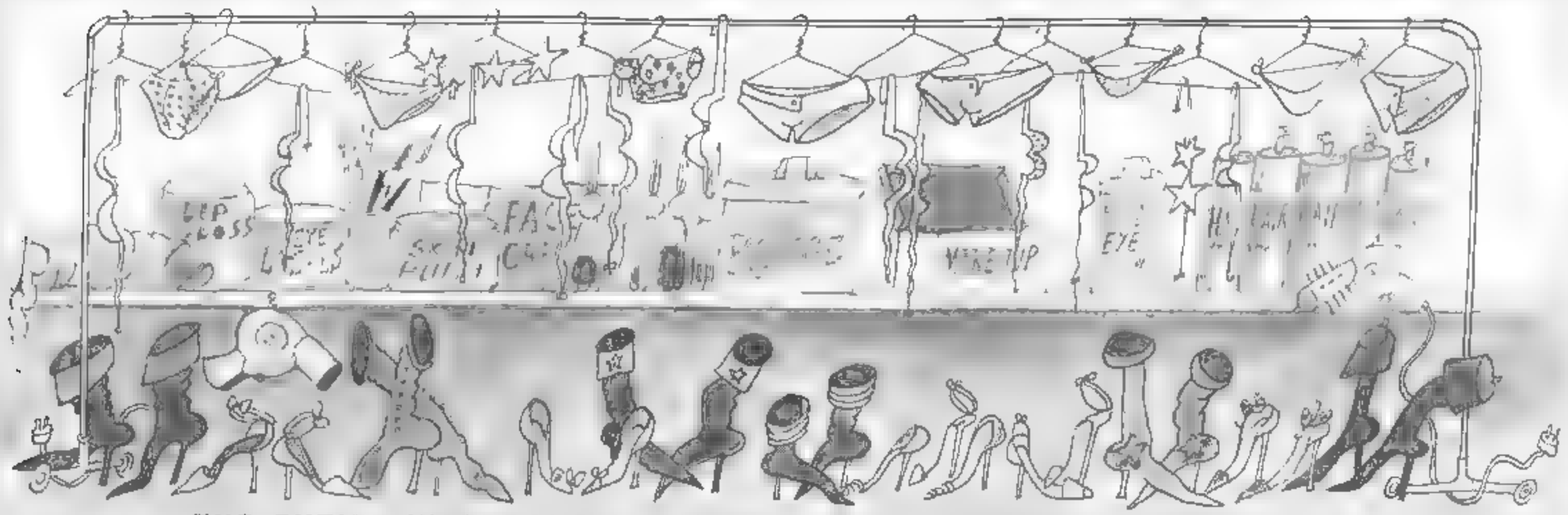
VIDEO-SYNCRASIES DEPT.

A MAD LOOK A

ARTIST & WRITER.



MECHANICAL DIFFICULTIES FORCE AN INTERRUPTION ON "WIDE WORLD OF SPORTS"



THE ENTIRE WARDROBE DEPARTMENT FOR "CHARLIE'S ANGELS"

REMOTE NEWS COVERAGE LOSES ITS AUDIO AND VIDEO

T BIG-TIME TV

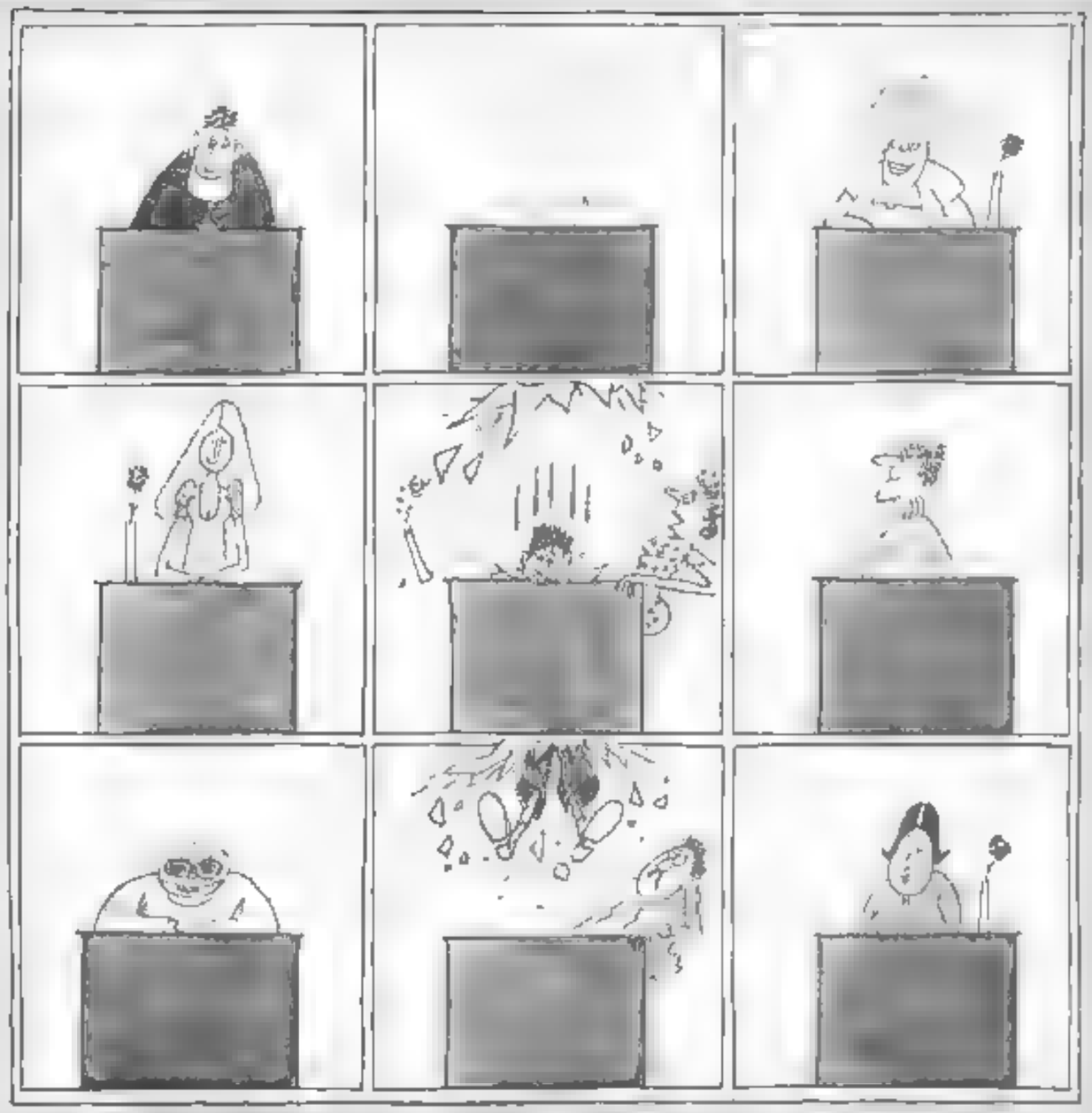
PAUL PETER PORGES

IMMEDIATELY AFTER THE SIGN-OFF ON "FAMILY FEUD"

"60 MINUTES" EXPOSING "20/20" EXPOSING "60 MINUTES" EXPOSING "20/20"...

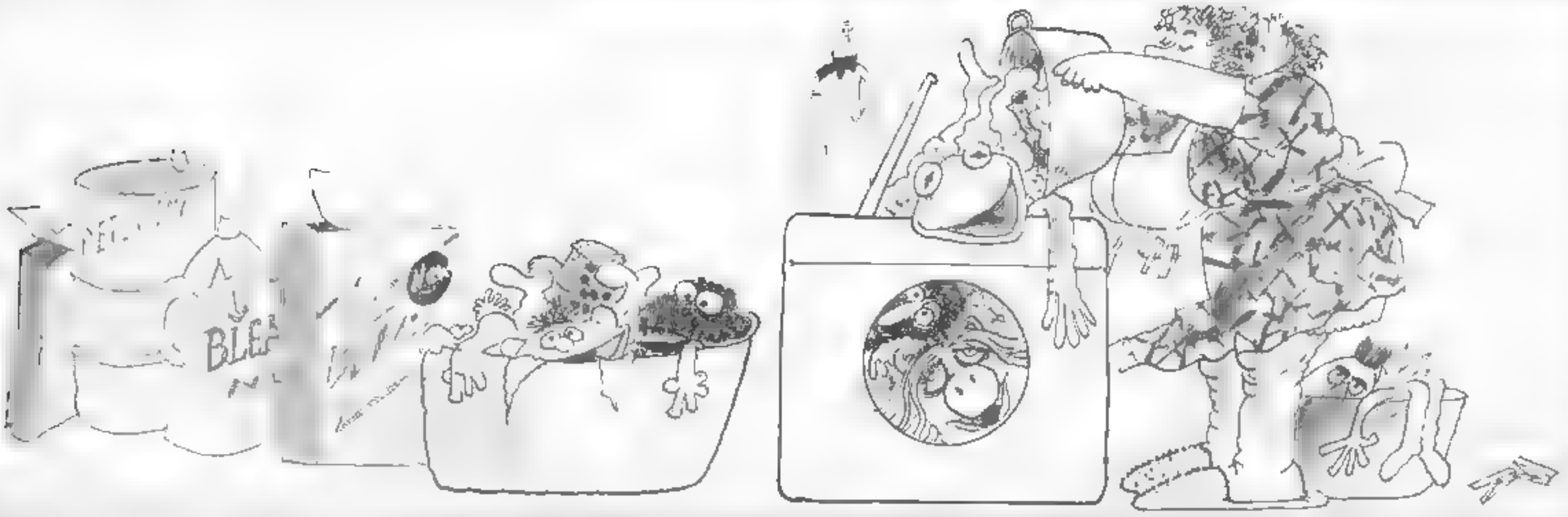
FANS WAITING OUTSIDE THE STUDIO STAGE DOOR FOR DON RICKLES

SCHEDULING MIX-UP ON "SERMONETTE"



BREAKTHROUGH ON "HOLLYWOOD SQUARES"

DURING A COMMERCIAL BREAK ON "THE JOHNNY CARSON SHOW"



CLEANUP TIME FOR THE MUPPET SHOW

ARMS ROBBERY DEPT.

President Reagan wants to spend almost two trillion dollars on defense in the next few years. (We *spelled out* "two trillion" because we don't even know how many zeros there are in a trillion!) This news got us to wondering where all the money would be going. So we decided to check it out by assigning the one man really qualified to investigate this madness, MAD's top investigative reporter, Ed Razzner...who needs the work since he stopped playing Lou Grunt. Anyway, here's Ed's report on

MAD'S "DEFENSE CONTRACTOR" OF THE YEAR

ARTIST, AL JAFFEE

WRITER LOU SILVERSTONE

Hi! I'm Ed Razzner, hard-hitting, tough reporter for MAD Magazine! I'm here with Mr. Dodd E. Warbucks, MAD's "Defense Contractor Of The Year"!
Mr. Warbucks ...why does your company work almost exclusively on Government Defense Contracts?
You COULD say I was patriotic!
You want to see America remain strong?!?
No, I want to see ME remain RICH!
Uh—what's patriotic about that?
Not much but it sounds better than say ng I'm greedy!
But can't you make as much money by producing products for Civilians...?
Are you kidding?! Those wimps are always looking for bargains or rebates or give-away sales! And in a recession, nobody wants to waste his hard-earned bucks on overpriced shoddy junk... except the Government! Yes, sir there is never a recession in Defense Spending!!
DEFENSE WARPLANT
ASK ABOUT OUR LAYAWAY PLAN (WE PLAN TO LAYAWAY EVERYONE!)
WHO KILLED LOU GRANT?
GROUND TO GROUND WEAPON
AIR TO AIR WEAPON
PERSON TO PERSON WEAPON
STINK BOMB
TAX MAN
TAX PAYER
DEFENSE BUDGET
CLEAN BOMB
DIRTY BOMB

Mr Warbucks ..wasn't your company caught overcharging the Government?
Oh .. that was a simple Bookkeeper's error!
What happened? Did he make a mathematical mistake?
No... the idiot showed the Goverment Auditor the WRONG SET OF BOOKS!!
WEAPONS FIGHT OVER-POPULATION
DUNCE PACK
LEDGER #1 SHOW THIS!
LEDGER #2 NOT THIS STUPID!
CBS KILLED LOU GRANT!

What did the Government do .. hit you with a stiff fine? Cancel your contract? Throw you in the slammer?
This isn't Russia, y know We're not dea ing with the Internal Revenue Service!! All the Defense Department does is make you repay the money you overcharged them?
That's ALL that happened?!
Well, also had to write on the blackboard fifty times "I won't ever cheat the Government"!
NEUTRON BOMB
PEUTRON BOMB
H&R BLECCH SCHOOL OF CREATIVE ACCOUNTING

Why does the Government go so EASY on the firms that rip it off??

Because we're just like "Family"! The guys in the Defense Department all came from Private Industry! And when they LEAVE the Government, they'll return to it!

Like Glitch, here, my new Vice President in charge of obtaining Government Contracts! Welcome back, Glitch!

Good to be home, Sir!

GBS SUCKS!!

CONTRACT

CONTRACT

FIRST CLASS TICKET TO WASHDC BY WAY OF PARIS)

By the way.. how DO you man age to OBTAIN so many Defense Contracts...?

The traditional "American Way"!

By submitting the lowest bids...?

No... by paying the highest bribes!

There you go, Sen ator, and thanks!!

DEATH RAY XL3 STAY CLEAR!! OOPS, TOO LATE FOR YOU, SCHMUCKO!

Senator . I'd like to ask you a few questions!

Sorry... but I must invoke Congressional Privilege! It's a matter of security!

NATIONAL security?

No, MINE! Anyway, this is a campaign contribution from a concerned citizen!

Very concerned·

TOP SECRET

No, I wanted to know why —with such a huge deficit—the Government is spending so much on defense?

In order to stay AHEAD of the Russians, we've GOT to have a strong defense!!

DEE—fense!! DEE—fense!!

But we've GOT the capability of destroying every Russian 22 TIMES!!

Sure... but the Russians can kill every American 45 TIMES!! We can't settle for second best!!

We're Number One! We're Number One!

This is our "Overseas Sales Department"! We sell equipment to the Governments of underprivileged countries so they, too, can enjoy the American Way of Life!

You mean like tools and farm implements. to raise food and feed their people...?

Nahhh, we sell them weapons to blow their people away!!

OVERSEAS SALES

DEFINITELY NO REFUNDS IF MERCHANDISE IS SELF PROPELLED WHEN RETURNED

MAS PECIAL! GUNS R US

MINES OF BEWARE

UP AND ATOM

TO RUSSIA WITH

NUCLEAR FREEZES LEAVE US COLD!

Ayy, Cucaraccha! Thees meesile is just what my Government needs to wipe out the Communist banditos that are trying to destroy our great Democratic Military Junta!!

O.K.! Just fill out this order blank!

There ees just one slight problema...! my country has a shortage of pesos!

No problema, Amigo! Uncle Sam has a special deal for Governments fighting leftwing insurgents! No money down, and pay back when you can!

PEASANTS REVOLT MADE IN U.S.A.

OUR GOLDEN RULE DO OTHERS IN BEFORE THEY CAN DO YOU IN!

We **demand** to **purchase** your **latest fighter planes**... to **defend** our country against **Infidels!** But, **even** though you **sell** us your planes, we will **still hate Americans!** We will **spit on your flag** and **say bad things** about your **dog of a President!**

That's okay! **Insulting** our **President** is an **old American tradition!** We **never** let it interfere with **business!** And if you **buy** our latest jets, we'll **train** your **pilots** to **fly** them, **compliments** of the **American taxpayer!**

Would you **sell weapons** to a **Communist** country?

Do **teenagers** play **Pac-Man?**

We sell weapons to **China**... and **they** got more Commies than **anybody!!**

That's what **free enterprise** is **all about!** That's what **makes** our country **great!**

Not to mention **making YOU very RICH!**

Tell us, Mr. War bucks, is your firm working on any **NEW SUPER WEAPONS?**

Armies need **other** things besides **weapons!** They **SAY** an Army travels on its **stomach**...

Close! If you've ever eaten **Army food**, you'll **know** how vital **this** project is...!!

Oh? Are you making **Field Kitchens??**

We're making a **Portable Latrine!**

This was our **first model** of the **BMX1 Portable Latrine!** It cost **$75 a unit!** We called it **"The Casper"** after Casper Weinberger, the **best friend** the **Defense Industry ever had!** All you had to do was **pull a tab** and **PRESTO!**

PFAAAAT

Gee it looks like it's made out of **cardboard!!**

It's **stronger** than cardboard, **lighter** than cardboard and **more flexible** than cardboard! Unfortunately it **holds WATER** like cardboard!

Well, we went **back** to the **old drawing board,** and came up with **this** beauty—**completely watertight**—for a mere **$200 bucks each!**

I **thought** you said this was supposed to be a **PORTABLE LATRINE!**

Weightwise, it **did** present some problems, so we made **a few minor design changes** and "The Casper" is now a **MOBILE UNIT!** The **price** went up a bit **also**—to **$50,000!** But **that** includes the **vehicle,** a **special seatbelt** on the **John** for use in **rough terrain,** and a roll of **Charmin Toilet Tissue**...!!

I'm General Wastemoredoe! I've been **put in charge** of this project!

How do you like it **so far,** General?

I'm afraid it **needs work!** Any G.I. **using** this will be—you should pardon the expression—a **sitting duck!** Those Russians would **love** to catch one of our boys **unarmed** and with his **pants down!** So I want some **firepower** added to this baby!

Well, we can install a **rocket launcher** and a **25mm cannon** for **$75,000**! But we'll have to make some **design changes!** We don't want anybody **launching** a **missile** when he thinks he's **flushing** the **John!!**

Right! And we don't want 'im **flushing** the **John,** thinking he's **blowing** away the **enemy** *. ha-ha-ha!!*

Offensively, it's **A-Okay!** But **now** I want to test its **defensive strength!**

Sit down there, boy!

But, Sir! I'm **Ed Razzner...** tough reporter!

That's an **ORDE**

HALP!

KERBLAM KERBLAM KERBLAM

See what I **mean!** This outhouse needs some **ARMOR PLATING!**

Right on, General! Of course, we'll need a **new engine** to carry the **additional weight,** and a **track** instead of **wheels!** A **half a million** should do it!

Isn't that a bit **steep** just for a **John?!**

Boy, a civilization is judged by its **latrines!** Take the **Russians!** If you tried squeezing **Russian toilet paper** like this, you'd get **splinters!** Our **toilet facilities** is one of the things that **makes** this country **No. 1!!**

General... there's a **slight hitch!** Our **new design** won't fit into a **cargo plane!** We'll have to **make** the new latrine so it can be **disassembled, crated** and then **put together** in the **battle zone!**

I **like** it! It's the **American Way!** When you buy your kid a **bike,** you have to **put it together!!** So it's **only right** that the **G.I.s** put together their own John! **Make 70,000!!**

I still think **half a million dollars** is a **lot of bread** to spend on a a lousy **portable latrine!**

It's **now a cool million,** Ed! We've got to strip it down and **re-design** it for **easy assembly...** put it into a **box...** and print up **instructions** in **English** and **Spanish!**

Hey General how about a **few extras** like a **plumber's helper** and a **reading lamp?**

I **love** it!

How about a **soft seat??**

I **never** use **anything else!**

How about an **"Officer's Model"** with a **hot tub??**

Terrific!!

Hmm! Let's see! That'll come to **two million bucks each!**

As we say at the **Pentagon, damn** the costs.. **full speed ahead!**

This is **Ed Razzner,** signing off for **MAD Magazine!**

Jaffee

HUMOR IN A JOGULAR VEIN DEPT.

Americans are known for over-doing things, and that tendency has now spread to our current craze over running. The "Boston Marathon," the "New York Marathon" and the "Pike's Peak Marathon" have been joined by a multitude of "Celebrity 10-Kilometer Runs," "Marathons For Charity" and other fund-raising distance races. And before the fad fades, you can look forward to many more... like the ones we're about to "run" past you now in this long-winded article entitled...

LONG DISTANCE RUNS OF THE FUTURE

ARTIST. JACK RICKARD
WRITER: DENNIS SNEE

SUNDAY, APRIL 17, 1983
NBC STUDIO PARKING LOT
BURBANK, CALIFORNIA

A FIRST IN DISTANCE RUNNING!

THE JOHNNY CARSON SUBSTITUTION MARATHON

NOW YOU CAN ENTER A MARATHON AND DESIGNATE ONE OR MORE SUBSTITUTE RUNNERS TO FILL IN FOR YOU DURING THE RACE!

If you're a runner who needs some help over a long distance race, then this one's for you!

JOHNNY CARSON HIMSELF WILL OFFICIALLY START THE RACE— UNLESS JOHN DAVIDSON, JOAN RIVERS OR DAVID BRENNER IS AVAILABLE TO FILL IN FOR HIM.

*Or rather, one of Johnny's guest runners, saying "Come on out and run in part of my Marathon!"

Send In Your Entry Blank Today...Or Designate A Guest Filler-Outer To Fill It Out And Sent It In...And Assure Yourself A Place At The Starting Line!

SEE YOU AND YOUR SUBSTITUTES THERE!

clip and mail today

ENTRY FORM—THE FIRST ANNUAL MEATLOAF
ONE KILOMETER CARDIAC ARREST MARATHON

Name _____ _____
Address _____
City _____ State _____ Zip _____

WEIGHT CLASS:
☐ Overweight
☐ Way Overweight
☐ Once Jumped Off A Bathroom Scale And Wound Up In China

CHECK ONE
☐ $4.00 Entry Fee Enclosed
☐ $90.00 Enclosed For Official Race T-Shirt—Full-Body Size

FOR RUNNERS WITH LOTS OF HEART

...AND STOMACH, AND THIGHS AND CHOLESTEROL!

MEATLOAF

ONE KILOMETER CARDIAC ARREST

MARATHON

1ST ANNUAL ONE-KILOMETER CARDIAC ARREST MARATHON

OBESE, OUT-OF-SHAPE RUNNERS OF ANY AGE MAY ENTER!

We want to serve notice that running is not just for the physically fit. Come out and pant, wheeze and maybe even collapse in a race featuring such non-runners as:

ORSON WELLES JACKIE GLEASON WILLIAM CONRAD
SHELLY WINTERS VICTOR BUONO ELIZABETH TAYLOR

...AND YOUR PONDEROUS HOSE MEATLOAF

SUNDAY, MAY 22, 1983
GRIFFITH PARK, LOS ANGELES, CALIFORNIA

OFFICIAL RUNNERS' REFRESHMENTS COURTESY OF "STINKY'S EXTRA-RICH SHAKES" AND "MARK'S CHEESECAKES OF PASADENA"

THE FIRST AND ONLY MARATHON FOR RUNNERS WHO ALWAYS QUIT BEFORE THE FINISH!

THE ROBERTO DURAN "I GIVE UP" ?K RUN

THIS SCHEDULED 10K RUN WILL ACTUALLY LAST AS LONG AS THE INDIVIDUAL RUNNER WANTS IT TO!

NO PRESSURE!

NO OBLIGATION TO STICK IT OUT!

QUIT WHEN YOU FEEL LIKE!

The American Runners Association, in conjunction with the Louisiana Boxing Society, in recognition of the precedent established by former World Champion Roberto Duran during his title bout with Sugar Ray Leonard, will host this half-hearted run on

OCTOBER 13, 1983
BOURBON STREET
NEW ORLEANS, LA.

Celebrating The 2nd Anniversary Of The Panamanian's "Unconditional Surrender"

RACE BEGINS—AT 9:00 A.M.
RACE ENDS—WHEN YOU SAY SO!

ROBERTO DURAN, Honorary Chairman
"This race won't go the distance!"

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Any excuse is sufficient for quitting stomach cramps, leg cramps, no cramps.

Or you can quit for no reason whatever.

ENTRY FEE: $10.00 (which includes an official "white flag of surrender" in lieu of an official marathon T-shirt,

SIGN UP NOW OR ON THE DAY OF THE RACE!

NOTICE: ANY RUNNER WHO ACTUALLY COMPLETES THE RACE WILL BE DISQUALIFIED!

IT'S ABOUT TIME!

THE CHEYENNE COW PASTURE WATCH-YOUR-STEP MARATHON

GET READY TO RUN... CAREFULLY!

AT LAST...a Marathon with a real Western Flavor! We're gonna show the world that running isn't just for city folks!

•

RACE BEGINS... at 6:00 A.M. sharp! Before the cows come out, and also when the course is a lot harder to distinguish!

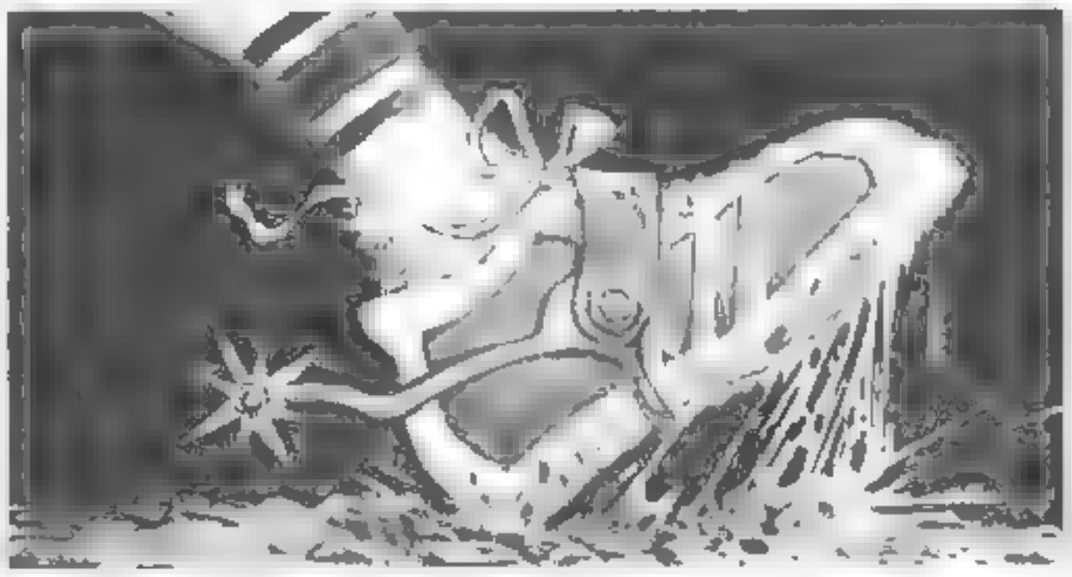
•

WESTERNERS and out-of-towners are equally welcome to enter!

•

A SPECIAL AWARD WILL BE PRESENTED TO THE RUNNER VOTED AS THE RACE'S BEST C.P.A. (COW PIE AVOIDER).

SATURDAY, JULY 2, 1983
THE JOHNSON RANCH



IT'S A MARATHON TO SEPARATE THE MEN FROM THE BOYS... AND BOTH OF THEM FROM THEIR WALLETS!

THE DETROIT INNER CITY 10K "RUN FOR YOUR LIFE"

TEST YOURSELF!
Check out your respiratory limits under a high pressure situation!

* * * * * * *

ACCEPT THE CHALLENGE!
Try crossing a downtown American city on foot, something the experts say simply cannot be done anymore!

* * * * * * *

MAKE NEW FRIENDS!
Join the only long distance race where running in large groups is mandatory!

BEGINNING 9:00 A.M. (BROAD DAYLIGHT) SUNDAY, JUNE 12, 1983 AT THE RENAISSANCE CENTER, DOWNTOWN

* * * * * * * * * * * * * * * * * * * *

Your $8.00 entry fee includes a T-shirt, a can of mace and an Inner-City Phrase Book, should you need to ask directions of the natives during the ordeal.

* SPONSORED BY: *

American Urban League — The Downtown Athletic Club — Murphy's Bullet-Proof Jogging Suits

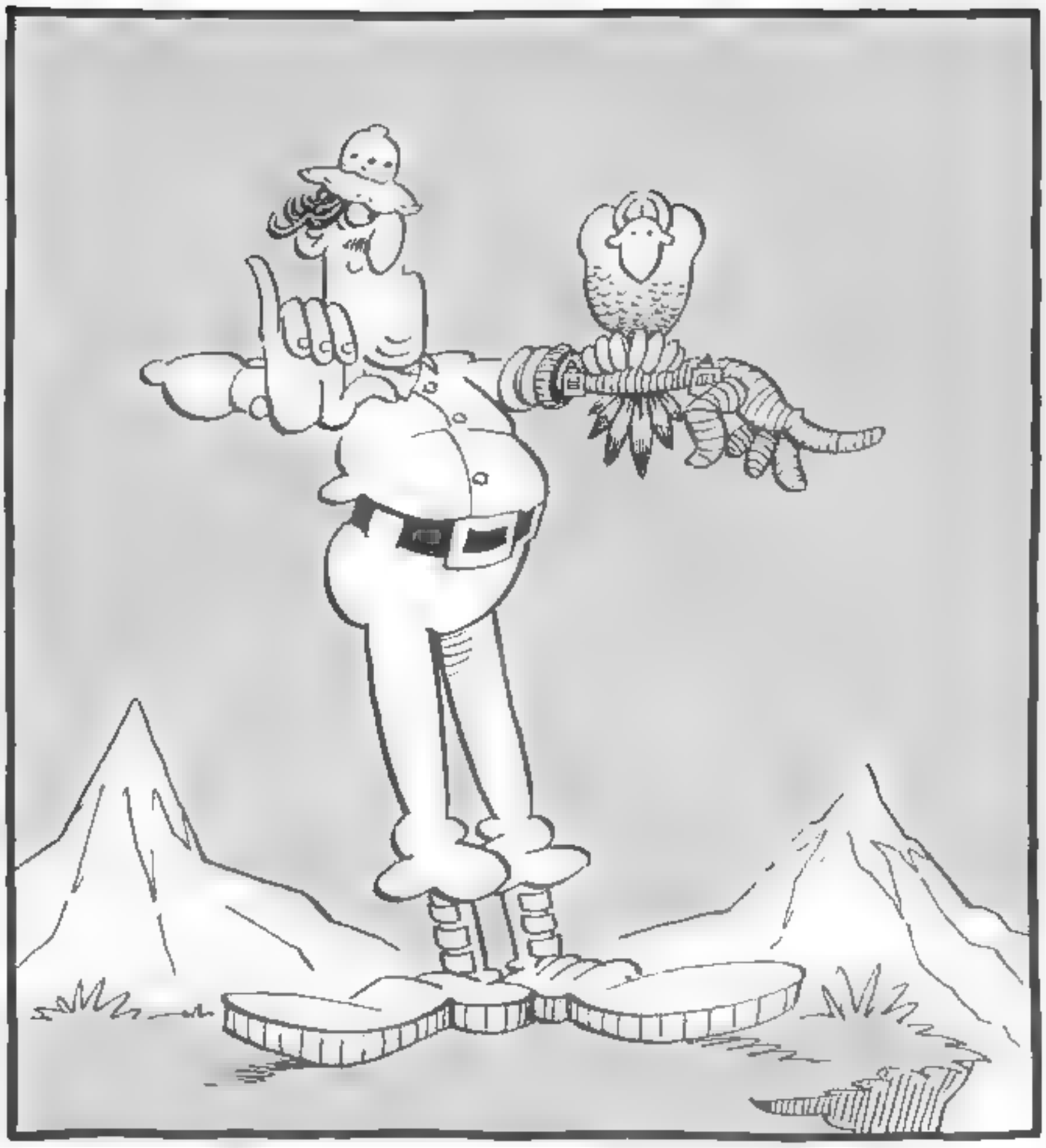
---

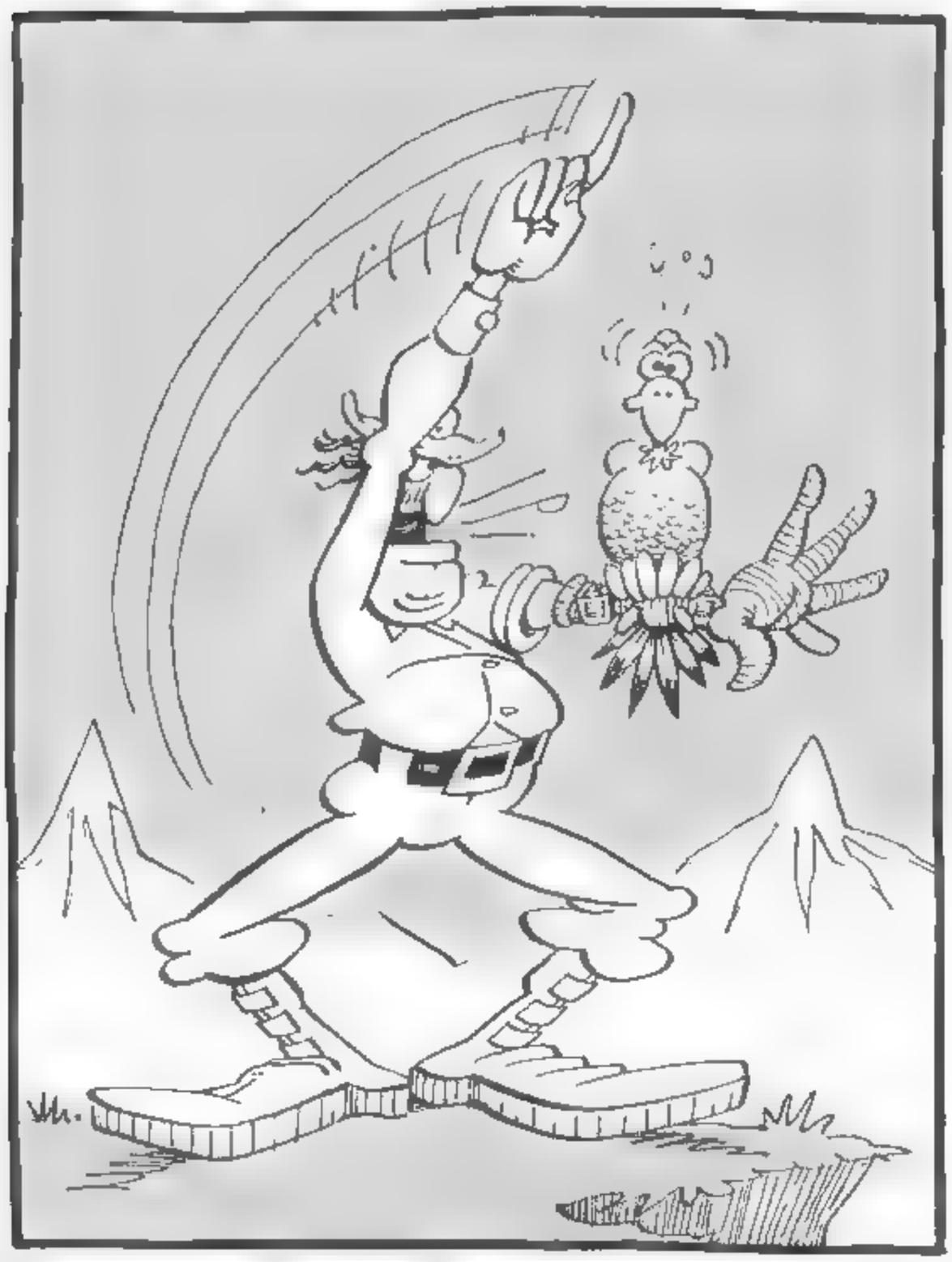
SPECIAL ATTRACTION:
Recording star Roy Orbison will officially start the race after singing his hit, "Running Scared"!

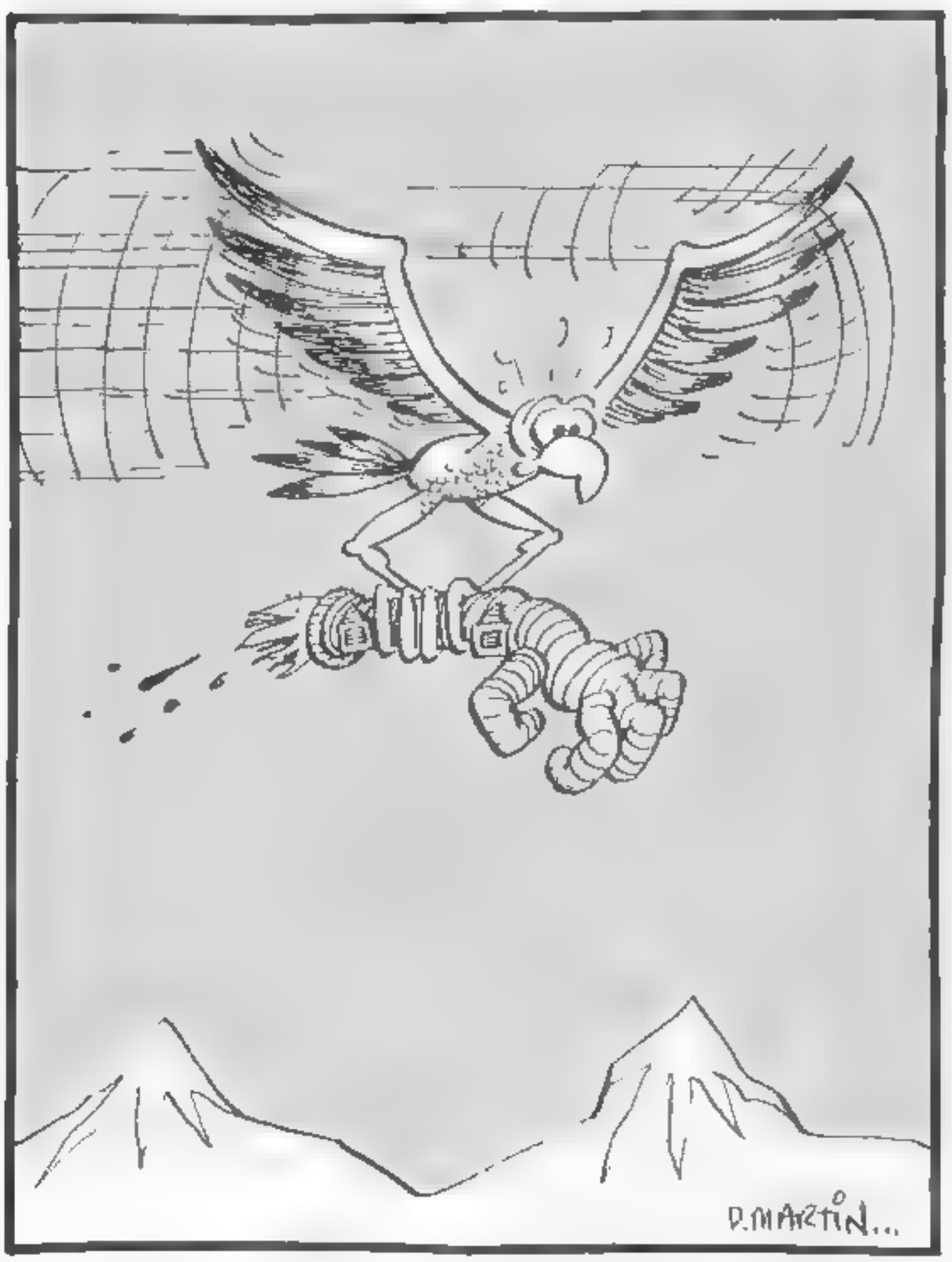
REGISTER NOW!!

DON MARTIN DEPT. PART III

ONE MEDIEVAL AFTERNOON WHILE FALCONING





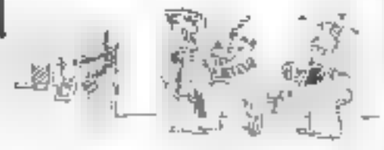


SHIFT OF GAB DEPT.

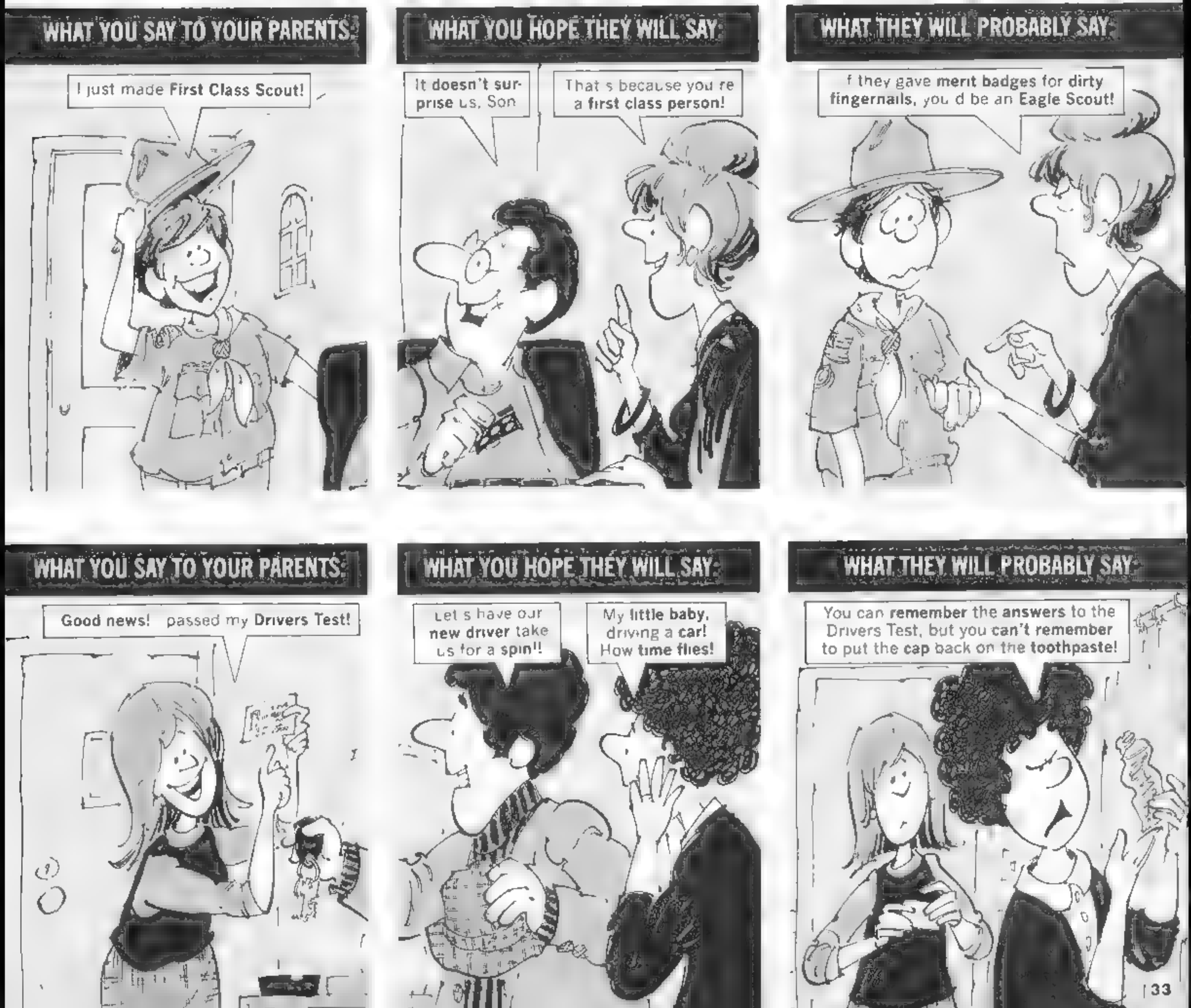
Who knows what a "Non Sequitur" is? Hands, please! Two...three...four! How soon you forget! Because it was just eight short years ago (July, 1974) that we explained what it is... when we ran an article called "Parental Non Sequiturs." Remember? Hands, please! Five... six... seven! Okay, we'll try again. You know how whenever you tell your parents something, no matter how important it is to you, it becomes nothing more than another opportunity for them to zap you with a criticism? Hands, please! Eight million...nine million...ten million! Well, when they do that, they're answering with a "Non Sequitur"–which is Latin for "It does not follow!"–and explains why Latin isn't spoken much any more. In other words, a "Non Sequitur" is something that's said... in response to something that's said...which doesn't make any sense.Like this stupid introduction! So read the article already! It's shorter, and you'll get the idea with:

MORE PARENTAL NON-SEQUITURS

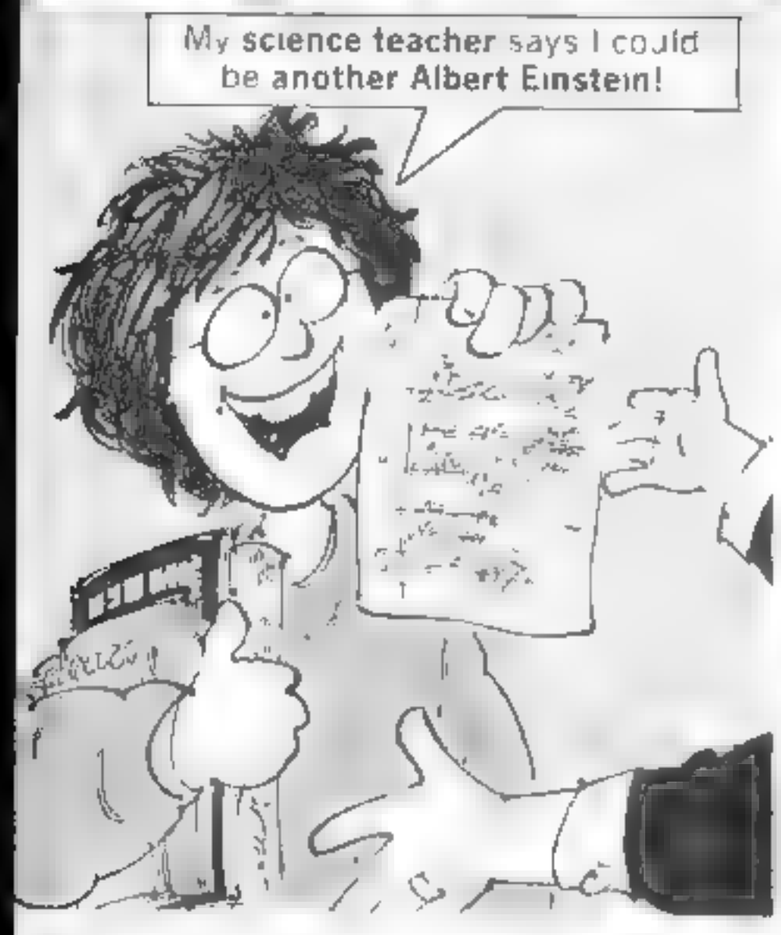
ARTIST: PAUL COKER



WRITER: STAN HART


WHAT YOU SAY TO YOUR PARENTS:
I just made First Class Scout!
WHAT YOU HOPE THEY WILL SAY:
It doesn't surprise us, Son
That's because you're a first class person!
WHAT THEY WILL PROBABLY SAY:
If they gave merit badges for dirty fingernails, you'd be an Eagle Scout!
WHAT YOU SAY TO YOUR PARENTS:
Good news! passed my Drivers Test!
WHAT YOU HOPE THEY WILL SAY:
Let's have our new driver take us for a spin!!
My little baby, driving a car! How time flies!
WHAT THEY WILL PROBABLY SAY:
You can remember the answers to the Drivers Test, but you can't remember to put the cap back on the toothpaste!

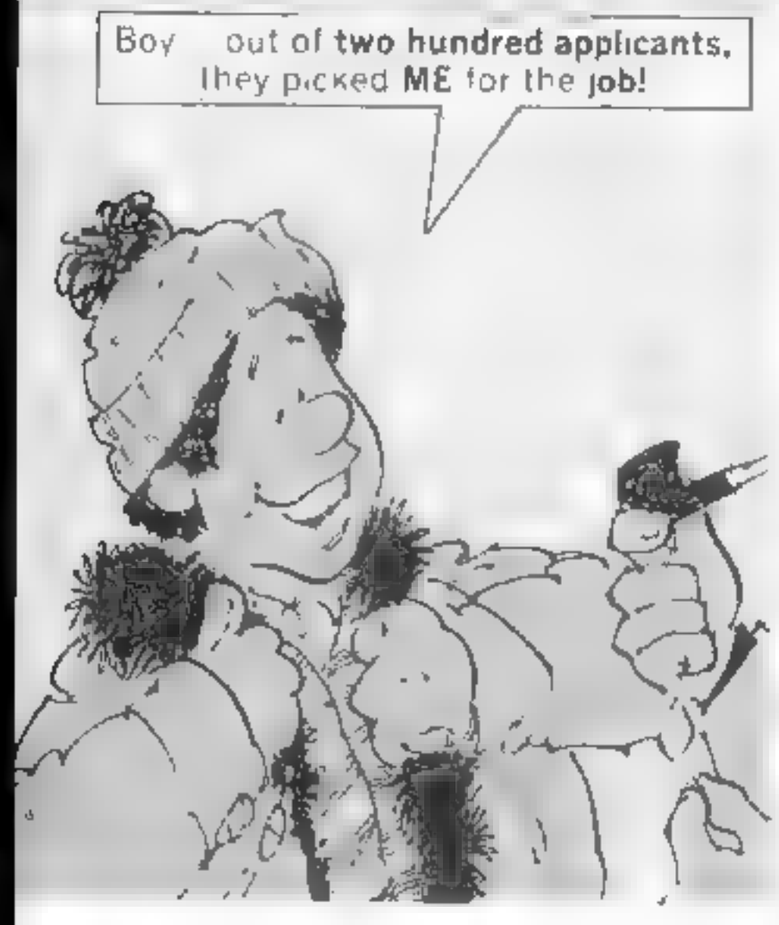
WHAT YOU SAY TO YOUR PARENTS:



WHAT YOU HOPE THEY WILL SAY:

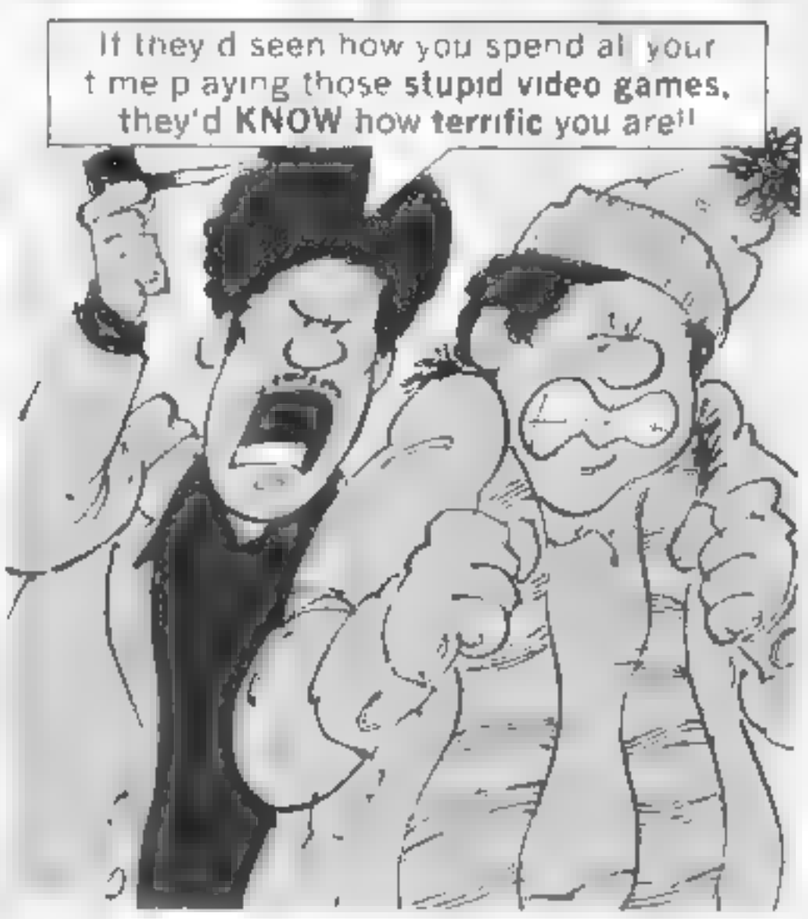
WHAT THEY WILL PROBABLY SAY:

WHAT YOU SAY TO YOUR PARENTS:

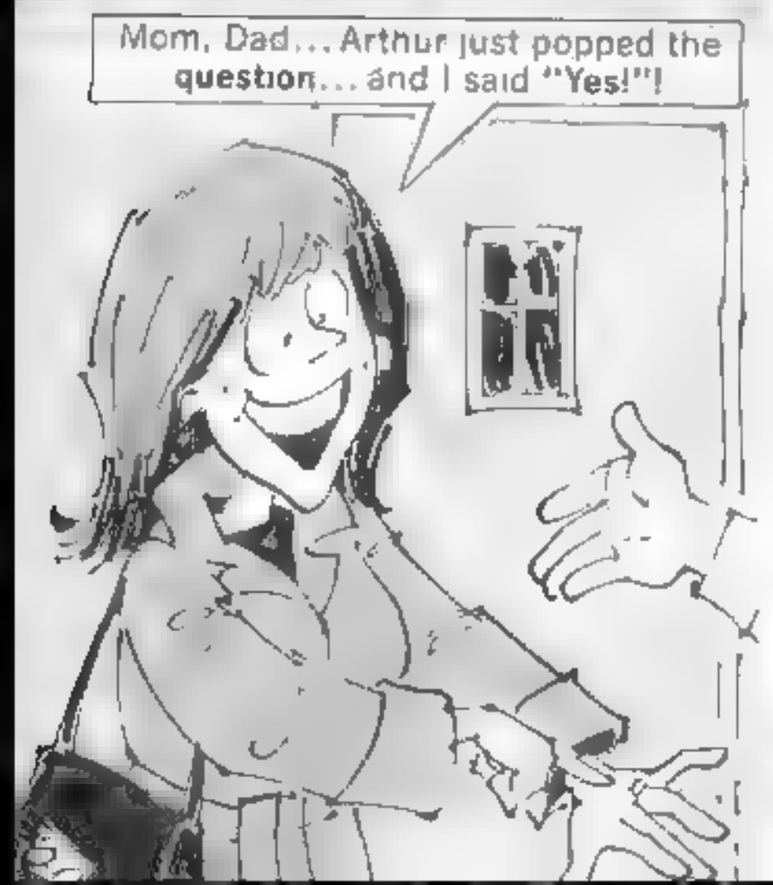


WHAT YOU HOPE THEY WILL SAY:

WHAT THEY WILL PROBABLY SAY:



WHAT YOU SAY TO YOUR PARENTS:



WHAT YOU HOPE THEY WILL SAY:

WHAT THEY WILL PROBABLY SAY:

WHAT YOU SAY TO YOUR PARENTS:

My I.Q. **results** put me in the country's **top ten-percentile!**

WHAT YOU HOPE THEY WILL SAY:

Not **only** are you the **sweetest** girl in the world.

you're **also** one of the **very smartest!** You're just **perfect!**

WHAT THEY WILL PROBABLY SAY:

I guess in **your percentile,** it's **perfectly all right** to go around looking like a **slob!!**

WHAT YOU SAY TO YOUR PARENTS:

I was elected **School President** today by a **landslide!!**

WHAT YOU HOPE THEY WILL SAY:

Today, President of the **School! Tomorrow, President** of the **United States!!**

WHAT THEY WILL PROBABLY SAY:

Tell me, Mr. President. When was the last time you took the **dog** for a **walk?!**

WHAT YOU SAY TO YOUR PARENTS:

Mom! Dad! I just found out that I made the **Dean's List** this semester!

WHAT YOU HOPE THEY WILL SAY:

We **always knew** how smart you were!!

And now **everyone else** will know!!

WHAT THEY WILL PROBABLY SAY:

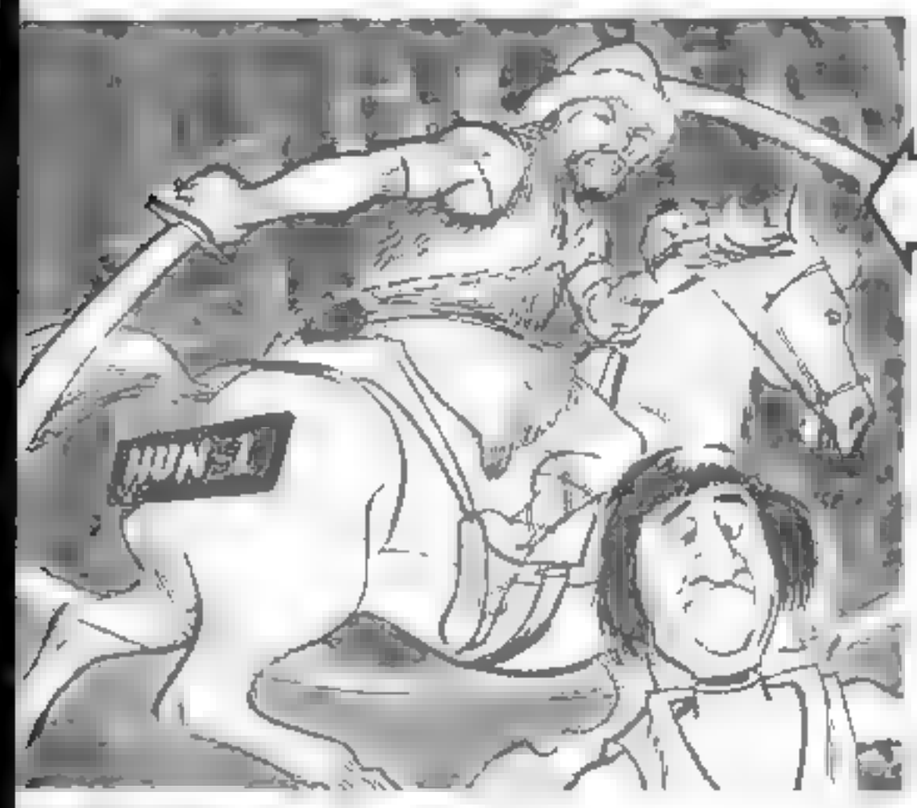
You come home **late** for dinner **one more time,** and I'll **"Dean's List" you one** right across your **face!**

BUMPER CRAP DEPT.

NOW THAT EVERYONE SEEMS TO BE DRIVING CARS WITH THOSE "PERSONALIZED" LICENSE

PERSONALIZED
FOR FICTIONAL AND HIS

ARTIST BOB CLARKE

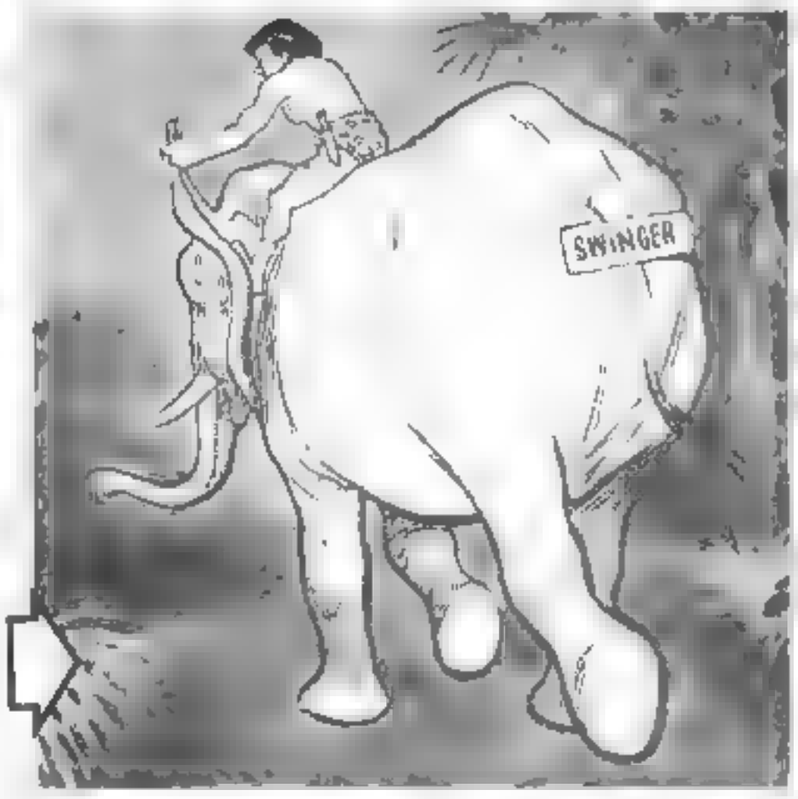


FOR ATTILA

HUN-1

FOR TARZAN

SWINGER



FOR VINCENT

GO N GOGH

FOR NIKOLAI LENIN

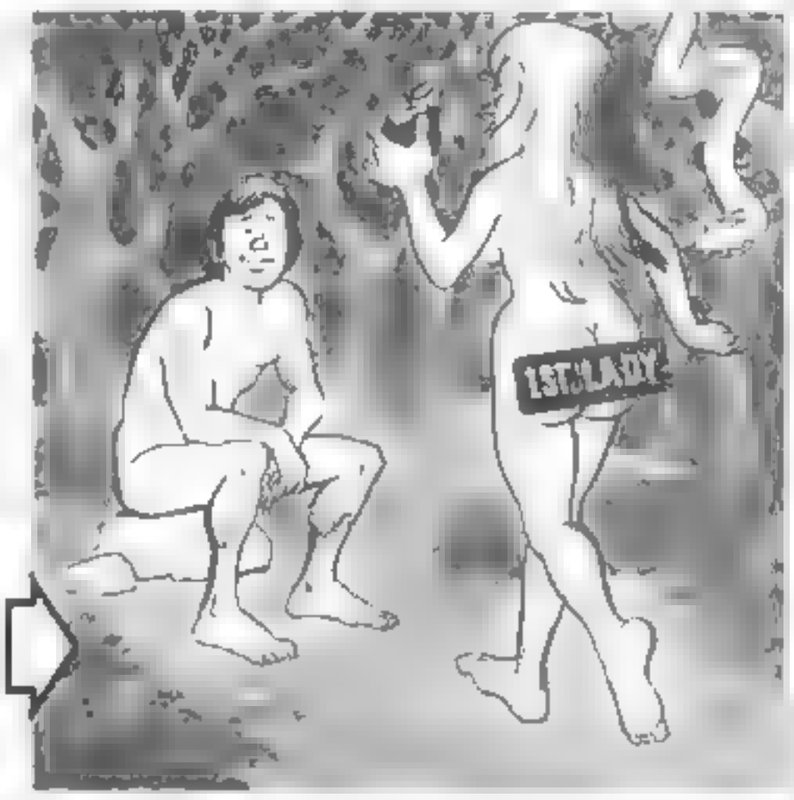
REDHEAD

FOR MARCO POLO

KHAN MAN

FOR EVE

1ST LADY



PLATES, LET'S TAKE A MAD LOOK AT WHAT IT WOULD'VE BEEN LIKE IF THERE'D BEEN

LICENSE PLATES
STORICAL CHARACTERS

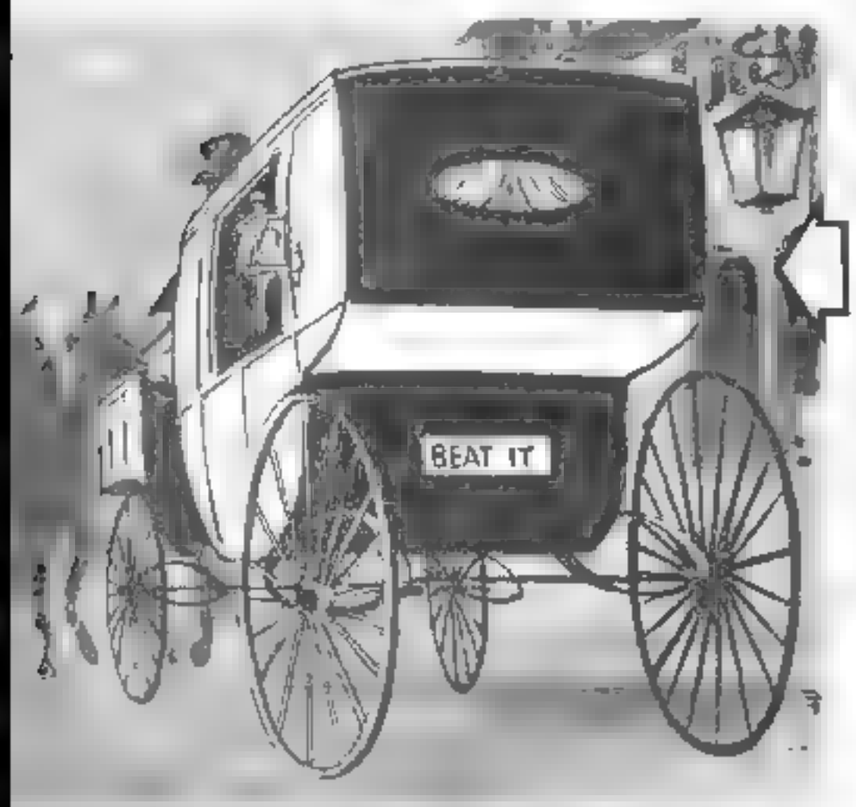
WRITER: FRANK JACOBS

FOR ADOLF HITLER

HEIL ME

FOR GEORGE PATTON

%#@&!!



FOR THE MARQUIS DE SADE

BEAT IT

FOR GUNGA DIN

H²O 2 GO

FOR BEETHOVEN

DI-DI-DI-DAH

FOR MOSES

TAKE 10

SICK HUMOR DEPT.

LITTLE-KNOWN AND RARELY DIAGNOSED MAD

"PARKING LOT FOOT FATIGUE"

"FRIGID FREEZER FINGERS"

"AUTOMATIC DOOR CONTUSION"

"CANNED DELICACY NAUSEA"

"THE SOAP AISLE SNEEZING ATTACK"

AILMENTS

CONTRACTED AT

SUPERMARKETS

ARTIST AND WRITER: DON EDWING

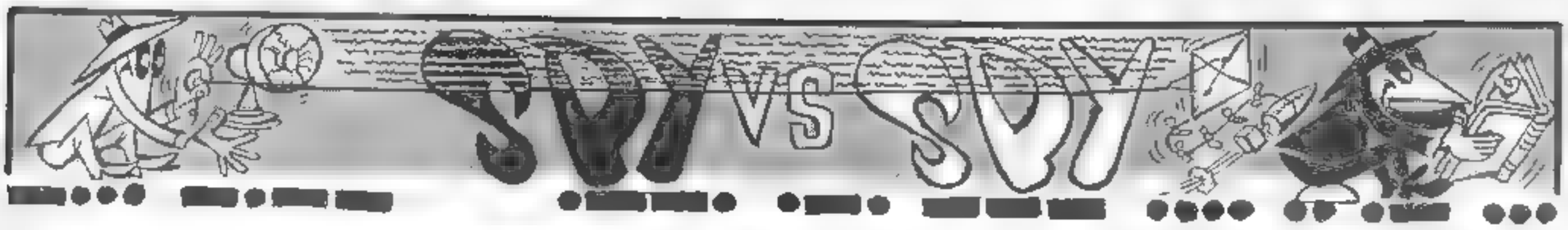
"THE SPEEDING BASKET BASHED ANKLE"

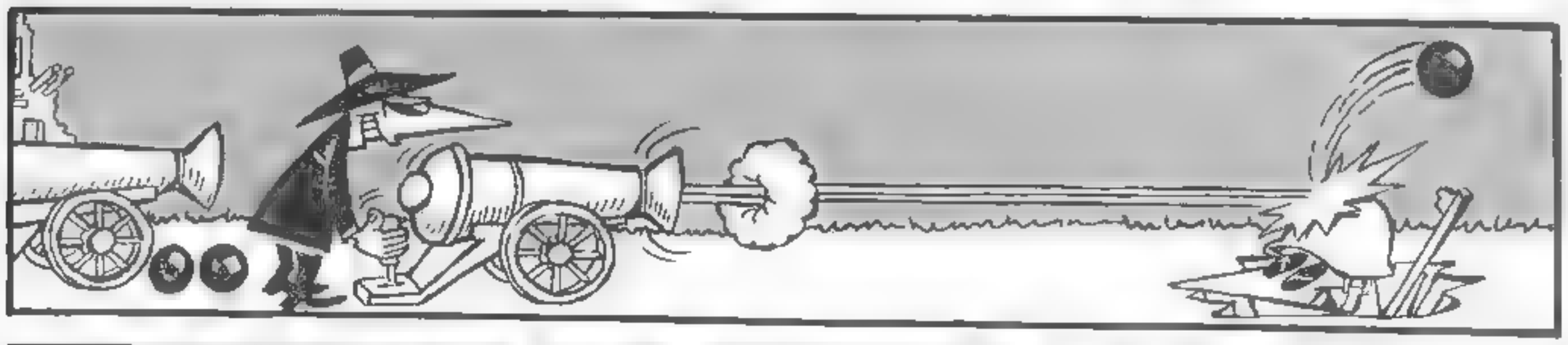
"THE LONG LINE ANGER SPASMS"

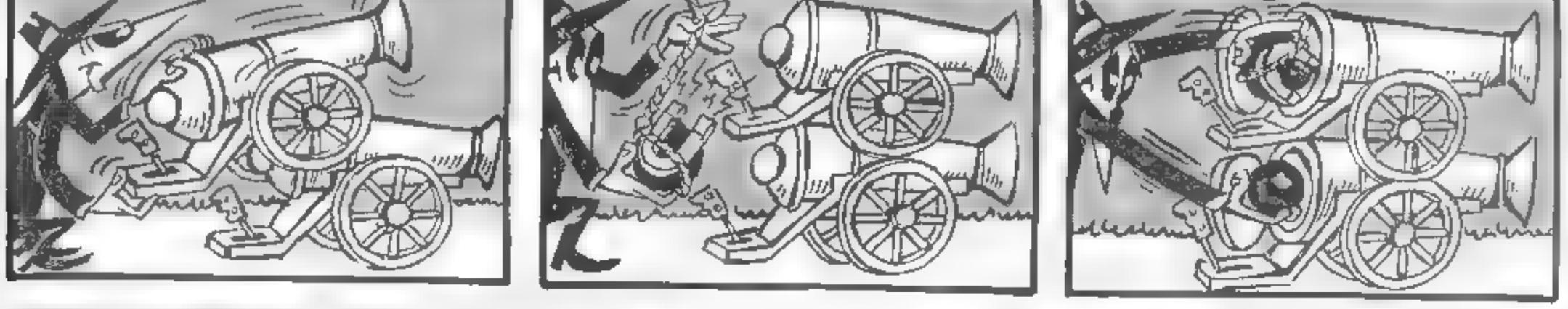
"THE CHECK-OUT COUNTER CRUSHED HUSBAND"

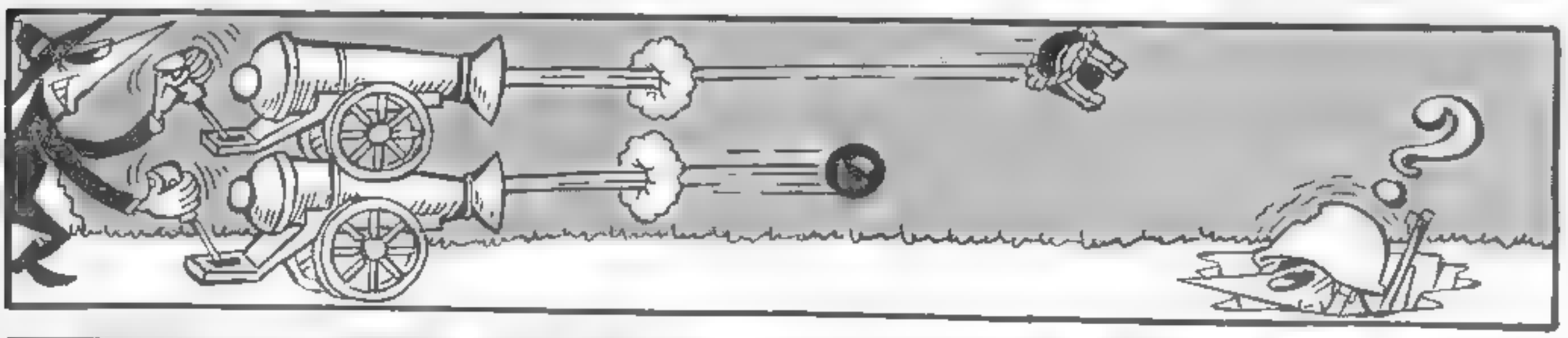
"THE BAD CHECK CASHING ANXIETY ATTACK"

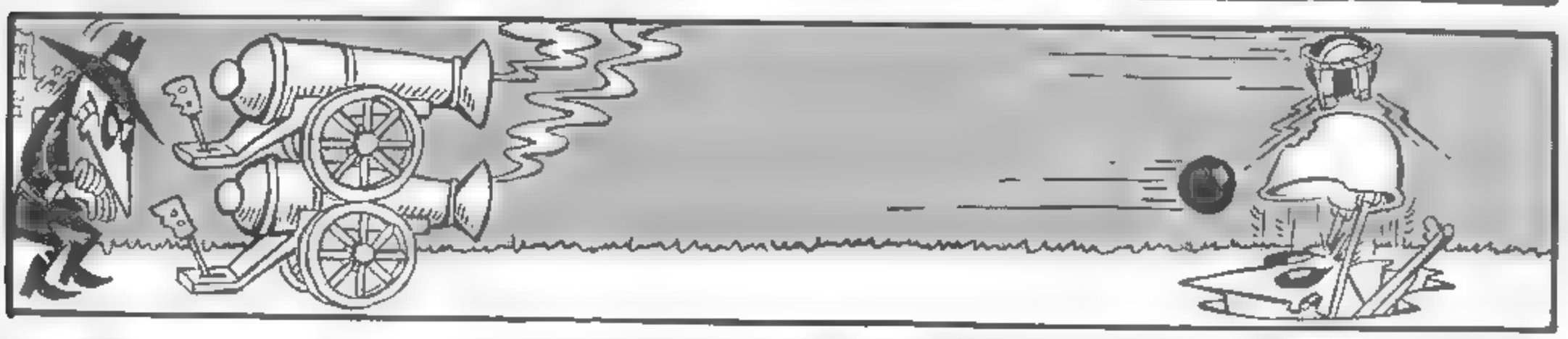
"THE CASH REGISTER TOTAL JAW DROP"

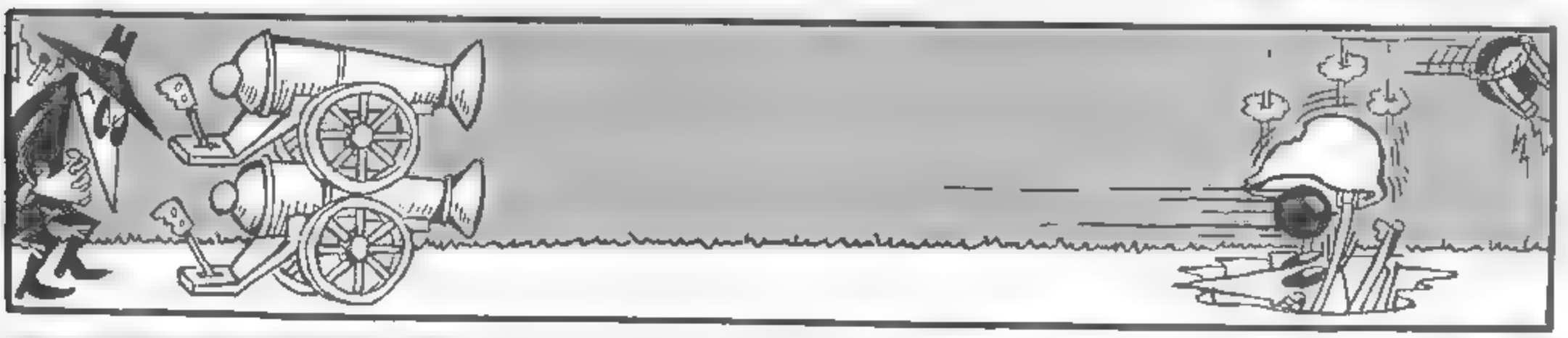

SPY VS SPY

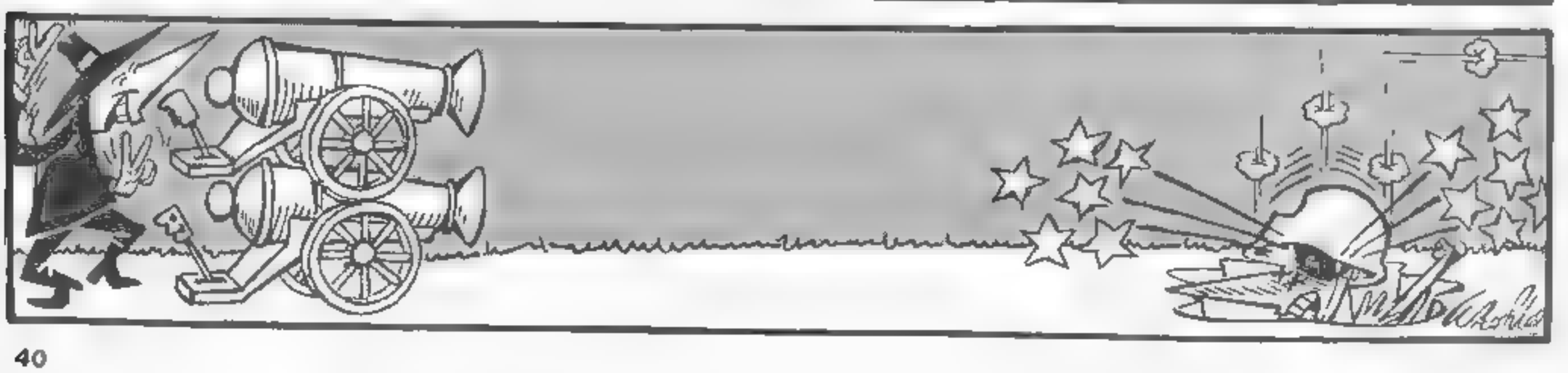












WHISKEY WITH AN AMBULANCE CHASER DEPT.

Want to see a picture that deals with important, contemporary problems? A picture that makes you feel as if you've had an enriching experience and that it was worth the five bucks you paid to see it? So would we—and we'd appreciate your letting us know where one is playing! Meanwhile, we'll try to be content with movies like:

ARTIST: ANGELO TORRES

THE VERDICCCH

WRITER: STAN HART

I m **Hank Gallon!** I **used** to be a **top-notch lawyer,** but **now** I'm re duced to tak ng **crummy little cases** like **these**

"Tootsie" Hoffman— charged with **impersonating a woman!**

Nick Nutly and **Eddie Smurphy**— charged w th **impersonating police officers** for **48 HOURS!**

Deadly and **Mary Toiler Moore**— charged with **adulterously impersonating a married couple** for **SIX WEEKS!**

Clint Beastwood —charged with **creating a pub- lic nuisance** by **impersonating an actor** for **TWENTY YEARS!**

And what s **HE** charged with impersonating?

Nothing! He's Jst a **flasher!**

You're **not** very **subtle** at try ing to drum up **business.** Ga lon!

You should have seen me **before** my **batteries ran down!!**

SUE SUE WAH HANKSHAW day&night

You re **drunk! No wonder** you didn't get the case! You were **talking** to the **wrong person!**

That s cause he was **the STIFF!**

But he was the **best-dressed guy** in the **funeral parlor!!**

Th s place s a **toilet,** fer God s sake

I used to have a **girl** come in and clean up but her **shovel** broke!

Level with me! When was the ast time you had a **client?**

What's a client?

Oh, boy!!

› got this **malpractice case!** You th nk you can **handle** it Hank?

I know **all about** malpractice! Every client I've had for the past **five years** has **sued me** for it!

This is **MEDICAL malpractice!** The patient is in a **coma!**

I know all about **that, TOO!** One more **drink** and I'll be **joining** her!

Can you **help** me?

What's **there...?**

No, I'm here to see a **patient!** The one who's **unconscious!**

Quick! Down this hal and **turn right!!**

The **"EMERGENCY ROOM"!** You **look** like you're **dying!**

Look who's **talking!**

The **poor girl!** She's really of no use to **herself..** or to **anyone else!!**

Not exactly! On **Sundays,** we bring the **children** here, and we let them climb around the **Life Support Systems!**

You see we don't want the kids to think of her as their **"pitiful Aunt"** but rather as their **"happy Amusement Center"!**

She **came in** to have a **baby!** She was **perfectly healthy!** But after they got **through** with her, she was like **this!** A **vegetable! A VEGETABLE!**

MANUR-IT FERTILIZER

Yeah, I **see** what you **mean!** They're **feeding** her with **INTRAVENOUS FERTILIZER!**

I wish it were within my power to bring her back to life again!

We don't want that! We just want the money!

Sorry about how the place looks, but my girl went out to lunch!

When was that?

Three years ago!

How much is the case going to cost me??

Nothing! I take it on a contingency basis! I get a third of what you get! So you're not taking any risk! Think of the greater gamble I'M taking!

YOU'RE taking. ?!?

Sure! I already KNOW what a lousy lawyer I am

I understand that we're having some problems at one of our Church sponsored hospitals...

At "Our Lady of Incompetents"! It seems that a woman was operated on... and now she's in a coma! But you know, Excellency God works in mysterious ways!

However, this is a complicated situation! It involves certain questions of morality!

Well, as long as He's covered by adequate INSURANCE. He can do whatever He wants!

You're right! That's why the Church should not get mixed up in stuff like that! It takes too much time away from Fund Raising!

BOUNCER

BINGO TONITE

RAFFLE

FUN DRIVE

GIVE

The girl's life was ruined by criminally inept doctors! There is NO ROOM in this hospital for bad medicine!!

Okay what are they DOING about it?

Adding a new wing!

Will you testify at the trial ..?

Yes! I love Medicine— but I love one thing more! Truth!

Hiya, Gorgeous! Whatchya doing?

I'm looking for an apartment!

That can be tough! I had a lot of trouble finding MY place!

Yeah? When was that?

Yesterday! I was bombed out of my skull!

Sorry! You can't go in there...!

But I need photos of her to introduce as evidence at the trial!!

We've got orders to keep you OUT!

You can't DO that

Well... if the patient says it's okay with her, then it's okay with us!

But she's practically DEAD!! Only her brain is functioning!!

That's more that we can say for YOURS if you think you can beat the CHURCH in this case!

INTENSIVE CARE

EXTENSIVE BILLING

Mr Ga lon s preparing to sue the **hospital** for **malpractice**, Excellency!

He **must** be **stopped!** I can't allow any **criticism** of the **Church** or its **institutions!**

sn t **prohibiting dissent** a bit **arbitrary** and **unusual??**

Why **not at all!** It's an attitude **shared** by some **leaders** of the wor d s **OTHER great religions!**

What would you say to a settlement of oh **$200,000!**

There are **some** people left in this wor d that **money can't buy!**

$500,000!!

But I'm **not one** of them! t's a **deal!**

Forget it, Ga on! We l **see** you in **Court...!**

GIVE

Our feeble opponent Mr Hank Galion **shouldn't** be a **problem!**

When Hank Ga lon was **younger,** he was strictly an **ambulance chaser!**

And **now** that he s **older?**

He s a **HEARSE** chaser!! They're so much **slower** and **easier** to **catch!**

GALLON

Uh I'm **sorry** about the **untidiness** !

Who decorated this place... a **shopping bag lady...?!?**

. hired a **cleaning girl** to come in but she **disappeared!**

Do you have **any idea** where she might **be??**

Yeah! Under that p e of **old mag azines!**

I think you're **still stuck** on your **ex-wife!**

Because of her **photo?**

Among **other** things!

Forget her! I can give you something **she never did!!**

Yeah **Herpes!**

I'm **worried!** Our case doesn t look **too strong!**

Get a **post-ponement** for a **week!**

What I **that** do??

It I give me a chance to play a l these **free games** I've been winning!

BOING BOING

All I ask is—you conduct a **fair trial**... and let the **facts speak for themselves!**

How dare you imply that I'm **not impartial!** I get **$65,000 a year** from the **State** to see that **Justice** is done!

And **$150,000** from **US** to see that it's **not!!**

Better **take** their $200,000 offer and **call off your case!** You have **no witnesses** and **not one shred** of **hard evidence!** You **CAN'T WIN!**

Really? Well, just supposing I **sway** the **Jury** with my **eloquence** ..?!

Then I'd have only **one course** open to me...! I'd **declare a MIS-TRIAL!**

How could you turn down their offer of **$200,000** without **asking** us?!

They were **bluffing!** I **laughed** in their **faces!**

But supposing they **WEREN'T** bluffing ?!

Then I made a **tactical error!** But at least I got a **good LAUGH** out of it!

Did you call the doctor who said he would **testify** at the **trial?**

He won't be any help! They **GOT** to him

I **don't believe it!** He said there was only **ONE THING** he loved more than **Medicine** and that was **THE TRUTH!**

Yeah? Well, he told **ME** there was one thing he loved even **MORE** than **The Truth** a **Two-Week, All-Expenses-Paid VACATION IN THE CARRIBEAN!**

We have **no case!** I made a **huge mistake,** thinking I could win it

I **don't** want to hear you **talk** like that! Like a **failure!** —I **don't want** a failure! My **first husband** was a failure! I **can't take another one!**

I can't I CAN'T

Where'd you get that kind of **talk** from?

From **watching** the **Soaps!** What **ELSE** do I have to do with my time since I **don't work, cook, clean** or **do ANYTHING** in this movie?!?

You're our **STAR WITNESS,** Doctor!

Well it **TAKES one** to **KNOW one!**

Now **how** can you be **sure** that the **doctors** who treated my **client** were **bad doctors?**

Please don't answer the question like **that** when we get to **Court!** Now, **about** your **credentials...**

I am **very proud** of them! I am **currently** the **Chief Attending Physician** at **ringside** for all **Wrestling Matches** in **Bayonne!**

gulp Oh boy!!

And I am **also Head of Surgery** at a **Roller Derby Games** in **Newark!**

You were **present** at the **operation!!** I've got to **speak** to you, Nurse Brady! **Please!**

C'mon damn it! Can't you hear the **bell** ringing?

I'm a **Registered Nurse,** Mister! I'm **TRAINED** to **IGNORE BELLS!!**

RING! RING!

NURSING ROMANCES

I took this **photograph** to show you what this case **means**! Look at it! Only **you**—the **Jury**—has the **power** to **do** something about such a **deplorable condition** .. by awarding my **client** a **HUGE SETTLEMENT!**

That picture is **really disgusting!!** What is it??

A photo of his **office**! W th **his share**, he can **afford** to have the place **cleaned!!**

Now, Doctor can you te me what are some of the things a **good physician** should **remember** at **all times**!

His **Hypocratic Oath**!!

Very good! And what **else**...?

That every pa tient is **equal**, regardless of **race** or **creed!**

Excellent! And what **ELSE** is very important for a doctor to remember?

That the **head bone's** connect ed to the **neck bone**! And the **neck bone's** connected to the **chest bone**! And the **chest**—

That w l be a l

'm go ng to **fight** this no matter **what** !

want to see **TRUTH prevail**! want to see **FAIRNESS** and **JUSTICE FOR ALL!!**

Don't waste your **time!!**

You gotta be **KIDDING...!!**

He's the **LAST** guy I d talk to abo it **"AND JUSTICE FOR ALL"!**

Tell us Doctor sn t t a fact that g ving a pat ent **anesthesia** too soon after she s **eaten** could be **very dangerous?** Perhaps even cause a **COMA?**

I OBJECT!! Plaintiff's Counsel s being **argumentative** and **leading** the **witness**!

Boy when the **JUDGE** makes an ob,ection you **really KNOW** you're in troub e!

I've got to trace the **Admitting Nurse!** If Nurse Brady **called** her her **phone bill** will **show** it...

Whatcha **doin'**, Mister?

Seeing that **Justice** is **done!!**

And to **do** that, you have to **break** the **Federal Law** that prohibits **tampering** with **mailboxes**...?

Sometimes, you have to take the **Law** in·to your **own hands!**

Gee, **that's** what my **Uncle** says!!

Who s your **Uncle?**

He s the **Head** of our local **Ku Klux Klan!**

I've **tracked down** the **Admitting Nurse** in **New York**, and I'm **bringing her back!** I hope it **works**, because **Guncannon** can be a **shrewd opponent!**

Not as **shrewd** as we **think!** He **pays** his **spies** by **check!**

Oh...? Who is his spy??

I'll give you a **hint!** You've been **sleeping** w th her!!

Those dirty $% @ # $%es!

You mean they **bugged** my **MISS PIGGY** doll?!?

You... you **two-timing witch!** You were **spying** on me for **Guncannon!**

Look at it **this** way there's **BAD news**... but there's also **GOOD news!**

The **BAD news** is— she was **working** for your **adversary!**

The **GOOD news** is—your case is **so weak,** she **couldn't** have told him **anything important, anyway!**

Tell us, Nurse Bordello... did Dr. Power **permit** the **patient** to **eat dinner before** the **operation...??**

Yes, Sir! He **did!**

He **allowed** her to **eat HOSPITAL FOOD?!?** Your Honor, I would like to **change** the **charge** to **CRIMINAL NEGLIGENCE!!**

I object!! Counsel for the Plaintiff is **out of order—**

No need to explain! **Objection sustained!!**

You maintain that the **doctor** made you **CHANGE the record** to show that the patient hadn't eaten for **nine hours—** when your **original** record showed that she'd eaten **ONE HOUR before surgery?**

That's the **God's honest truth!!**

Hold it! You **can't** introduce this **NEW element** into the trial at this point!

WHAT new element?

The **truth!!**

I know, Ladies and Gentlemen of the Jury, that if you **carefully review** all the **facts** if you **weigh** all the **evidence** if you **consider** the **testimony** of the **witnesses**... if you **do** all that, I'm a **DEAD DUCK!**

But there's **one thing** I **want you** to **remember** when you **retire** to do your **deliberations**...! Remember that I've got the **bluest,** most **honest eyes** you've **ever seen!**

Ladies and Gentlemen of the Jury .. have you **reached a verdict?**

We **have,** your Honor! We were **so impressed** with Mr. Gallon's **plea** for **Justice** that we not only find **for** his **client,** but we want to **double** the **size** of the **award** he asked for!

Also, we recommend that **Your Honor** be **unseated** and **disbarred** for **life!** And **finally,** to **redress** an even **greater injustice,** we award **Colorado, Utah** and **Wyoming** to the **original Indian Tribes!**

Well you won a **BIG ONE!**

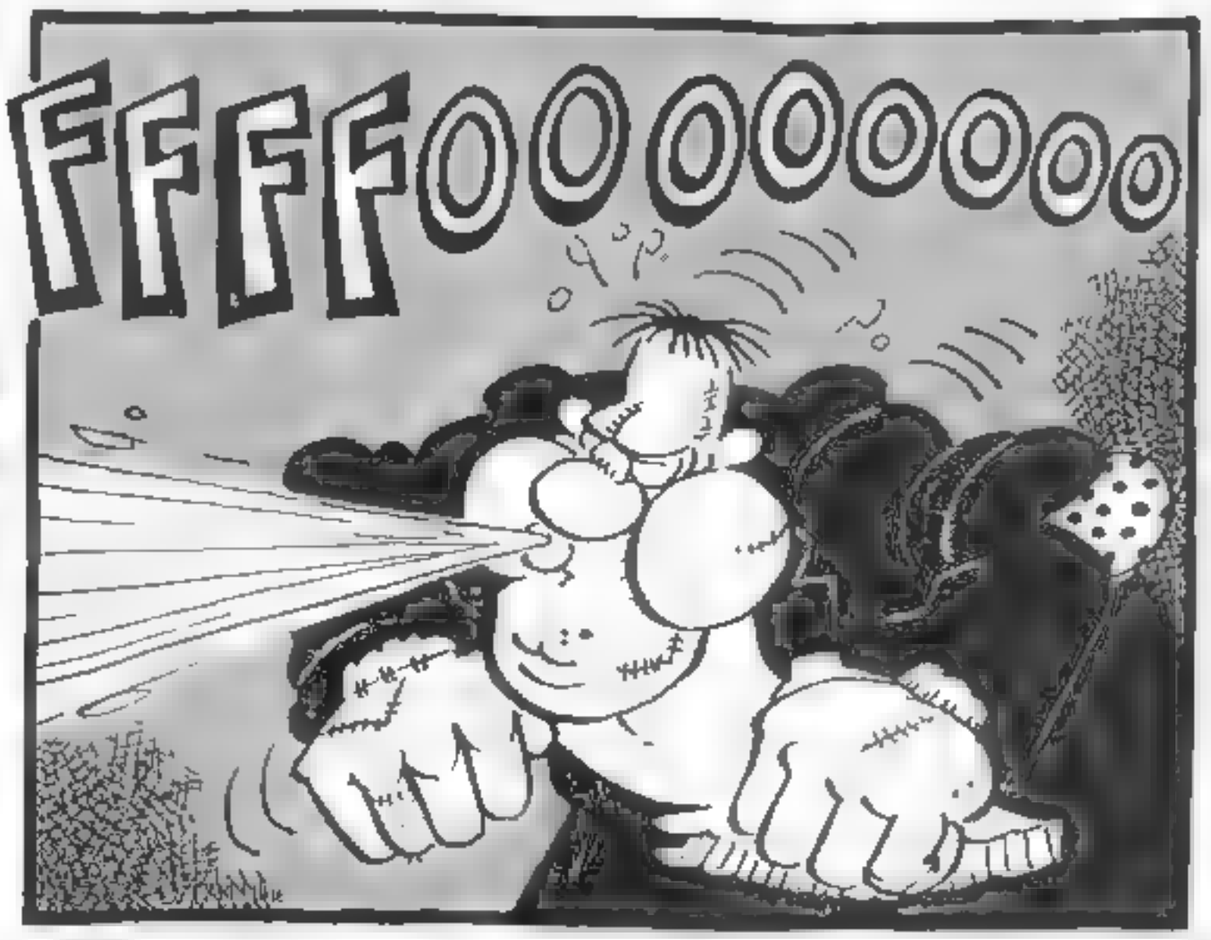
Not as big as the one I'm **working on NOW!**

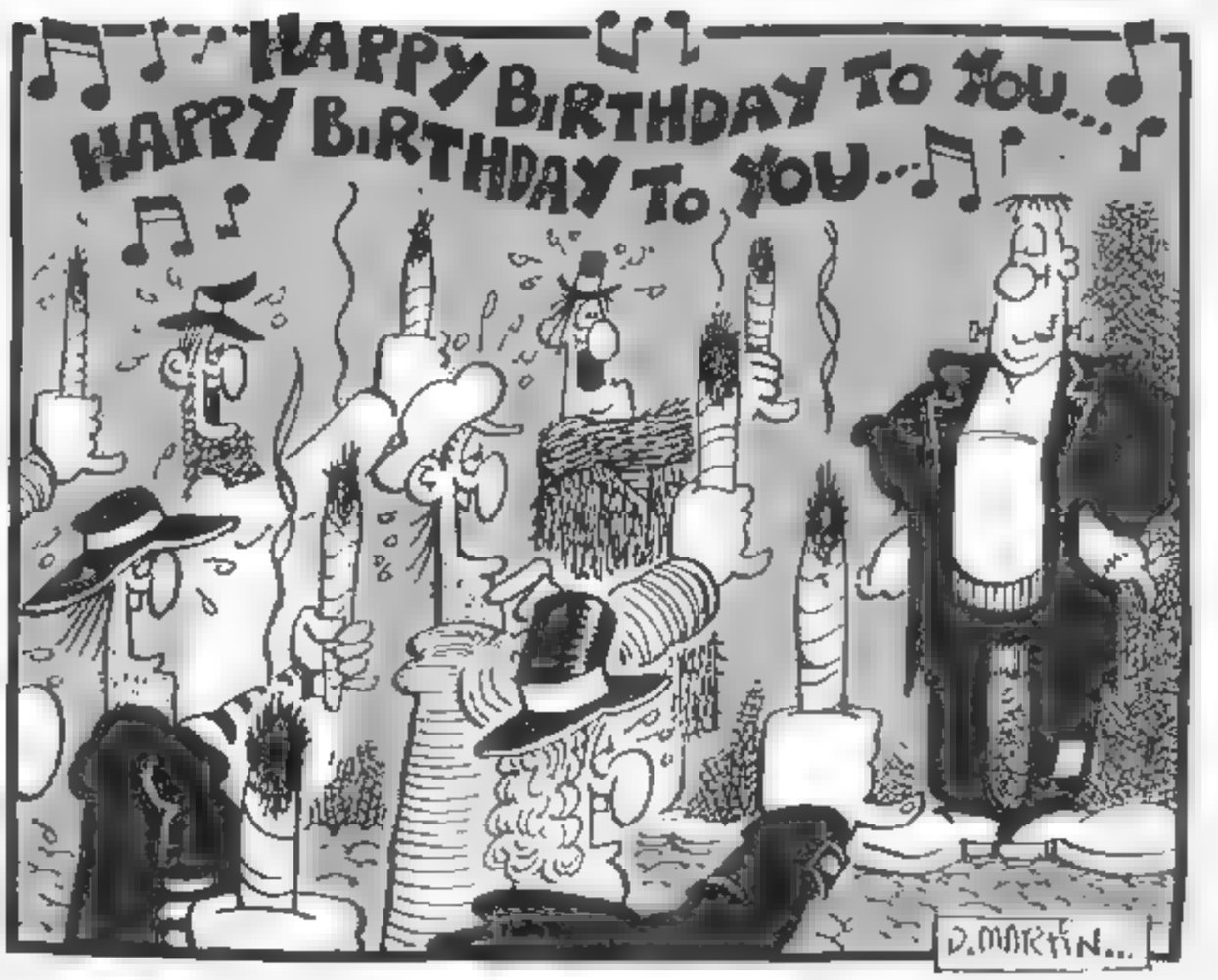
What's **that?**

Representing **20th Century Fox** in their **suit** against **MAD Magazine** for this **really libelous satire!!**

DON MARTIN DEPT. PART IV

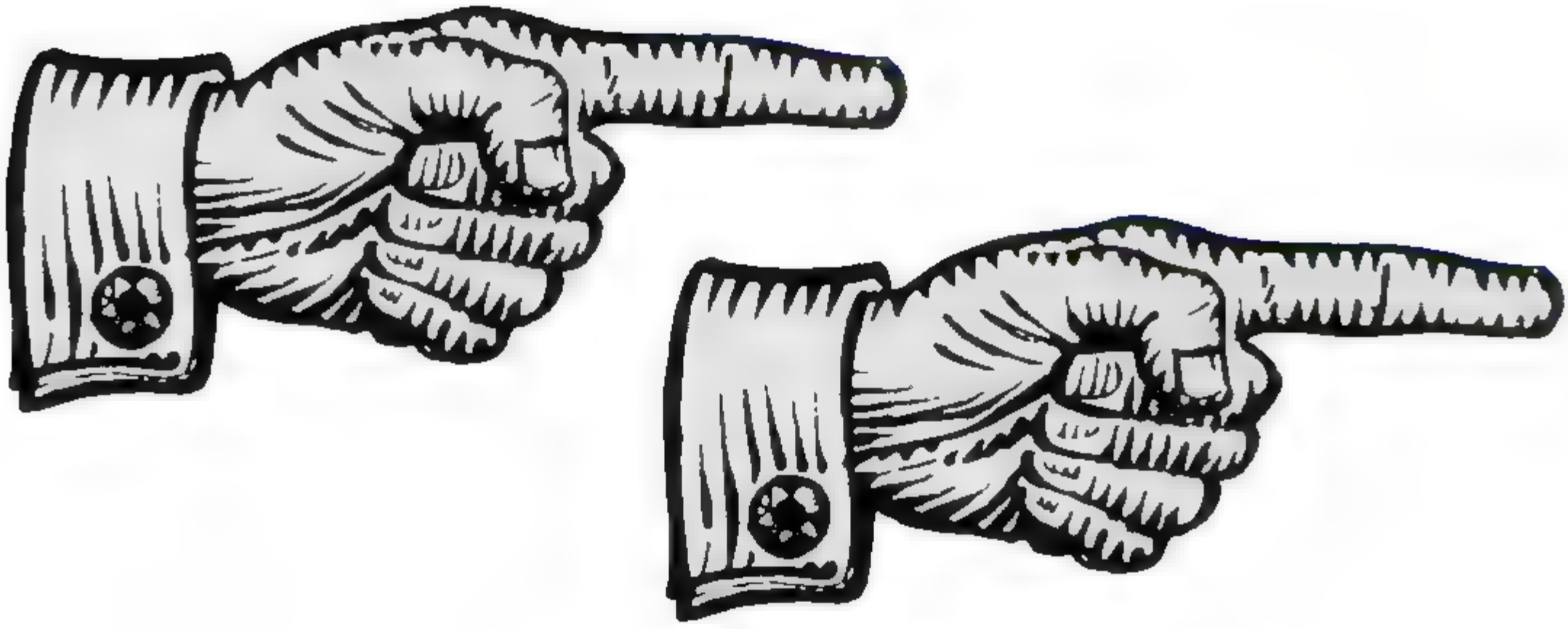
ONE SCARY NIGHT WHILE CHASING A MONSTER





Nothing to see here!

Please skip ahead.



WHERE ARE PUBLIC EXECUTIONS SOMETIMES PERFORMED TO ENTERTAIN AN AUDIENCE?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Every society has, at one time or another, held public executions to entertain, frighten or impress its people. To find out where this despicable practice still occurs today, just fold in the page as shown at the right.

FOLD PAGE OVER LIKE THIS!

A♦ FOLD THIS SECTION OVER LEFT ♦B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

IN BLOODTHIRSTY SOCIETIES, EXECUTIONS OFTEN BOOST PUBLIC MORAL. PEOPLE EVEN FIND IT RELAXING IF THEY HAVE A CLOSE-UP VIEW OF THE SUFFERINGS.

A♦ ♦B

WHERE ARE PUBLIC EXECUTIONS SOMETIMES PERFORMED TO ENTERTAIN AN AUDIENCE?

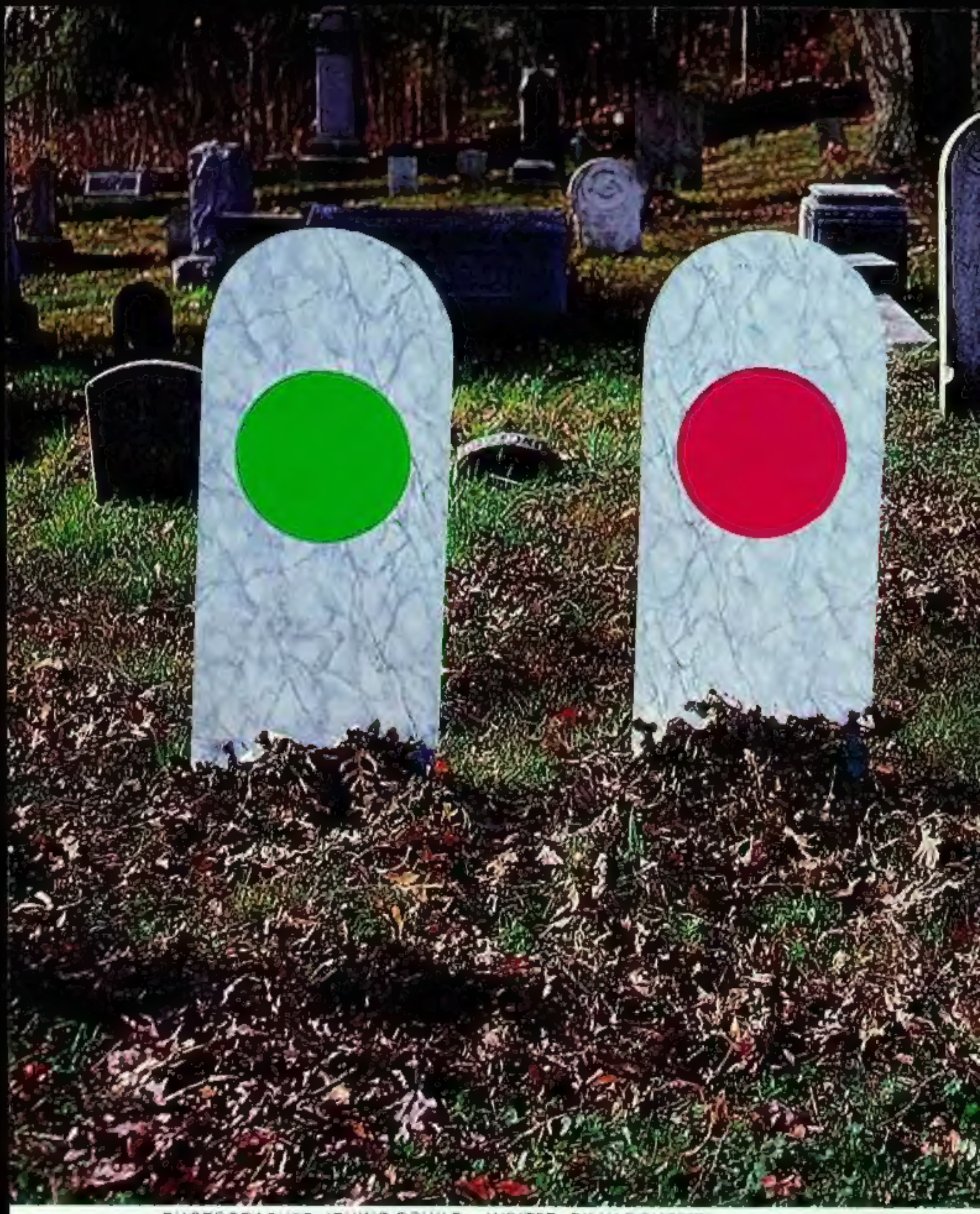
FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

IN BOXING RINGS.

A B



PHOTOGRAPHER: IRVING SCHILD WRITER: BILLY DOHERTY

Warning: The Surgeon General Has Determined That
ALL Cigarette Smoking Is Dangerous To Your Health.

You found out!

The Truth. That even smoking the one enjoyable ultra low tar cigarette doesn't make it any less deadly.